MARCH 5, 1956 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

60 Seconds is all it takes...

For generations cotton-pickers separated the seeds from cotton by hand.
While studying this tedious and time-consuming chore—and in a flash of inspiration of perhaps 60 seconds or less—Eli Whitney thought of a time-saving device to accelerate this work. The result was the cotton Gin.
Today, to accelerate sales for your product—Dress shirts in the Winter, Sport shirts in the Summer—to sell merchandise anytime . . . 60 seconds is all it takes with the time-saving device—Spot Radio.
Spot Radio costs *less* to reach more of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.
60 seconds—or *less* is all it takes to sell more with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

CHANNEL 6

THE ONLY STATION IN THE RICHMOND AREA IN THE PREFERRED LOW END OF THE VHF BAND

WTVR

MAXIMUM POWER AT MAXIMUM HEIGHT

RICHMOND, VA.

WTVR OFFERS THE FINEST FACILITIES IN THE RICHMOND AREA. NO OTHER STATION HAS HIGHER ANTENNA FACILITIES AND CHANNEL 6, THE PREFERRED FREQUENCY IS THE ONLY CHANNEL IN THIS AREA IN THE LOW END OF THE VHF BAND, THUS WTVR ASSURES NO RECEPTION PROBLEMS, AS OTHERS ARE EXPERIENCING. YES, OTHERS FROM WITHOUT ATTEMPTING TO COVER RICHMOND HAVE THEIR PROBLEMS, BUT BIG WTVR HAS NO PROBLEMS. WTVR ALWAYS GIVES A CLEAR SHARP PICTURE WITH OR WITHOUT AN ANTENNA. SO BUY QUALITY BY BUYING THE FINEST ..... WTVR *"The South's 1st TV Station"*

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of **HAVENS & MARTIN, INC.**

WMBG AM REPRESENTED NATIONALLY BY THE BOLLING CO.

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

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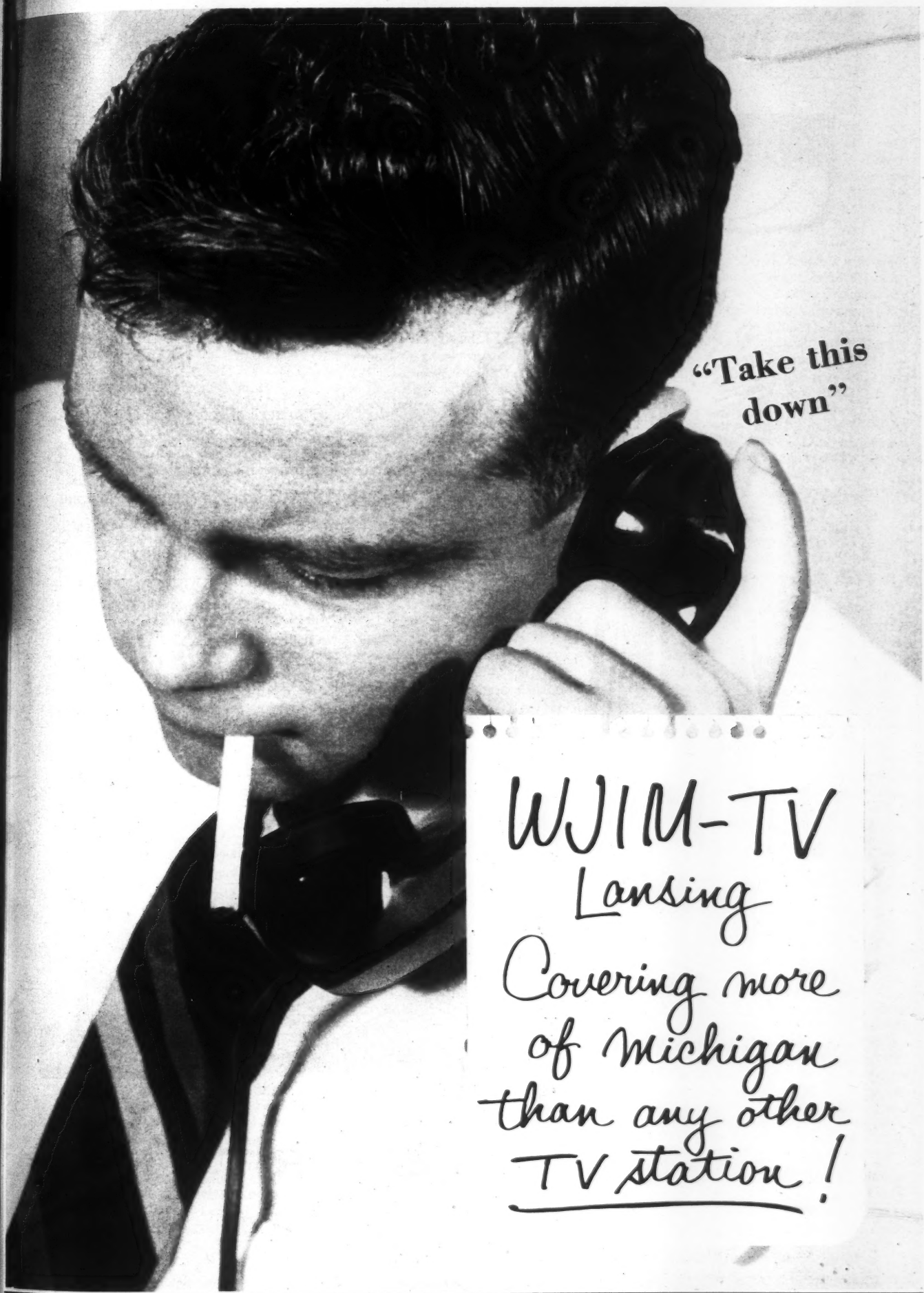

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familiar

to

every

family

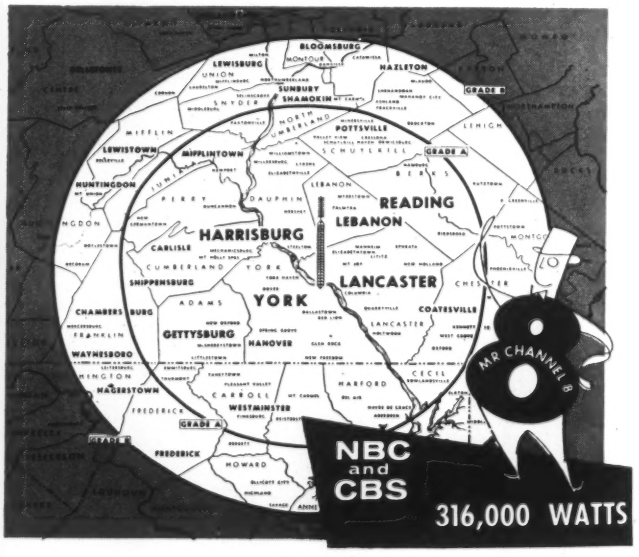
WGAL-TV

LANCASTER, PENNA. NBC AND CBS

Just as a "mixer" of some type is a fixture in every household, so are WGAL-TV's outstanding programs completely familiar to the 917,320 TV families in the great Channel 8 Multi-City Market. Make this market's 3½ million people, with $5½ billion to spend, familiar with *your* product.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET



Representatives:

MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

closed circuit®

STITCH IN TIME • To resist efforts to preclude spot sales representation by networks of their affiliated stations, all non-CBS owned affiliates now represented by its radio and television spot sales organizations, have retained counsel and plan to present their case to FCC's Network Study Group. Stations contend they have legal right to select their own sales representatives and have retained Covington & Burling, Washington law firm. Coordinator is John S. Hayes, president of *Washington Post* radio and tv stations (WTOP-AM-FM-TV Washington; WMBR-AM-TV Jacksonville). Others understood to be WBT-WBTV(TV) Charlotte; WBTW(TV) Florence; WCAU-AM-TV Philadelphia; KSL-AM-TV Salt Lake City; KOIN-AM-TV Portland, Ore.; KGUL (TV) Galveston; WRVA Richmond and WCCO Minneapolis. It's presumed group also has considered long-range plan in event representation divestiture comes.

B•T

ANTITRUST Division of Dept. of Justice is watching developments in color tv "like a hawk," according to one operator in forefront of color set manufacturing exploration. Every facet of color development, this source avers, is being scrutinized as to plans for licensing, manufacturing and marketing. (see story on other Justice Dept. investigations, page 76.)

B•T

NO SUPPORT • Though they aren't yet talking about it, all three tv networks probably will oppose new amendment to political broadcasting law submitted last week by Sen. Lyndon Johnson (D-Tex.), majority leader (story page 84). All look upon it as device for politicans to obtain more free time.

B•T

WHAT'S MORE, ABC probably will oppose any amendment to existing law. In private letter commenting on earlier amendment originally proposed by CBS, ABC said it liked things as they are. "Privilege" of putting candidates on tv news and discussion programs "should not be left to the broadcaster to dispense unregulated by law," ABC letter said. CBS-sponsored bill would give broadcasters right to put candidates on news and discussion programs without having to provide equal time for other candidates. Johnson bill would eliminate equal time provisions in all programs only for presidential and vice presidential candidates of parties which polled certain number of votes in previous elections or could produce petitions signed by 1% of total vote in preceding presidential election.

B•T

TIME BANK • Now that President Eisenhower is GOP's avowed candidate for second term, Democrats are keeping close tab on time used for or in behalf of his "candidacy". Already on sustaining time "bank" is Democratic request for half-hour to offset Vice President Richard M. Nixon's Lincoln Day talk wherein he alluded to "Republican" Chief Justice Warren as having handed down desegregation opinion. Second request for equal time exploded last Wednesday after Ike's use of all networks to formally explain his decision to run (story page 31).

B•T

TIME snarl as two major parties seek choice network facilities for campaign is getting serious. NBC expected to submit schedule of radio-tv availabilities, while CBS wants to draw up own timetable. ABC-TV, planning major reshuffling as part of tv expansion program, wants several weeks before making decisions since it would suffer heavily if new features were bumped in early stages. Democrats planning extensive plane-train whistle-stopping by Presidential candidate in view of President Eisenhower's spurning of familiar campaign custom, plus liberal use of radio-tv time.

B•T

GOODNIGHT, MRS. CALABASH? Texas Co. and NBC-TV are understood to be considering dropping Jimmy Durante show, (Sat., 9:30-10 p.m.) next fall because of rating difficulties. Advertiser would keep time period, however. Kudner Agency, New York, is agency.

B•T

HAVING tossed first bomb in his Look *article proposing "let's try it" approach to subscription tv, FCC Comr. Robert E. Lee is pondering idea that toll plan might be used for telethons and other big name drives to raise funds painlessly for political campaign expenditures or for eleemosynary purposes. Income from such projects, with talent contributed, he feels, might be geared toward equitable distribution to political candidates. He admits he hasn't "thought it through" but feels it has potential in light of current Congressional consideration of campaign contributions.*

B•T

SECRET BALLOT • NARTB's refusal to divulge vote in referendum approving by-laws change that removes at-large directors from Radio Board next year will provide more fuel for criticism by dissident members. It's known that opposition surprised supporters of by-laws change, with narrow 4-to-3 vote in contrast to former 100-to-1 endorsements of by-laws amendments. No explanation was given for withholding vote contrary to precedent.

B•T

FCC Network Study staff has been mulling additional explorations of segments of broadcasting—other than network, advertising and talent agencies, program producers and distributors and station reps, already visited for orientation during last few months. Next trip, may be: West Coast, and—viewing groups, like PTAs, American Assn. of University Women, League of Women Voters, National Audience Board, National Assn. for Better Radio & Tv.

B•T

BBC REPORT • What Britain's non-commercial BBC thinks about Britain's commercial ITA will be heard firsthand by New York Radio-Television Executives Society March 21 from BBC's head man, Sir Ian Jacob, director-general. But they're likely to hear more because BBCers became indignant over what they regarded as untoward comments on BBC's operations from lips of FCC Chairman George C. McConnaughey last Sept. 14 after chairman has returned from his European trip, when he commented ITA operations should put BBC on its toes and that BBC hasn't given people programs they wanted.

B•T

ARE movie interests seeking to scuttle Emmy awards? Sources close to Jerry Lewis say he was forced by Hollywood motion picture pressure to renege after having agreed to serve as m.c. of NBC-TV broadcast (sponsored by Oldsmobile) of awards ceremony March 17. Though Mr. Lewis denies his change of mind was forced upon him, it is known that months ago he accepted, without reservation, invitation to preside. Dispute over validity of Emmy nominations, opened last week when Jack Webb protested category of Dragnet *classification, may not be at end; but members of Academy of Television Arts & Sciences are closing ranks. Ed Sullivan (who today becomes chairman of next year's awards committee), Milton Berle, Gale Storm, Ralph Edwards and others have called for confidence in academy and its method of selecting nominations.*

B•T

SRO • Will networks have their time at bat before Senate Commerce Committee week of March 12? Committee doesn't know, is having trouble lining up hearing room amid spate of other hearing sessions on Hill. No hearings planned this week in Senate group's uhf-vhf inquiry but if space available "two or three" days will be set week of March 12. Committee has list of less than half-dozen uhf and vhf operators it would like to hear before turning to networks. Senate group somewhat cool to networks' expressed desire to testify on allocations first, network phase later.

B•T

NBC-TV is considering placing another 90-minute color spectacular into Friday 8:30-10 p.m. period once every four weeks, starting next fall.

KTHS (LITTLE ROCK) goes "Great Guns" for Gunn Distributing Co!

Mr. W. C. Coleman, founder of the Coleman Co., Wichita, Kansas, presents gold cup to Leland Gunn — nation's best 1955 distributor for famous Coleman Blend-Air Heating.

GUNN DISTRIBUTING COMPANY

WHOLESALE DISTRIBUTORS

November 21, 1955

Mr. Vaughn Webb,
Sales Manager
Radio Station KTHS
Little Rock, Arkansas

Dear Vaughn:

With the help of KTHS we have just finished the most successful merchandising promotion in our history. Our sales during our October-November promotion, built around our move into our new warehouse building at 1401 Main [illegible] averaged 70% more than last year.

We have just returned from Wichita, Kansas, where we received a gold cup designating us as the Nation's Best Coleman Distributor for 1955! We also won this award in 1954, so we feel we have continued growth. Here is why: In for the past KTHS has played a very important role in our Fall promotion so that the results could not be pin-pointed.

This year we used only KTHS and can truly say that radio has played the dominant role in making our 1955 Fall campaign the most successful promotion ever scheduled by Gunn Distributing Company.

We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the State were overjoyed that you have a tremendous listening audience.

Many thanks for the part you played in our success.

Cordially yours,

Leland Gunn

LG:fo

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote!

"Our sales during October-November . . . average *70% more than last year.*

"... we received a gold cup ... the Nation's Best Coleman Distributor for 1955! ... in '54, we used KTHS as well as all types of advertising media ... this year we used *only KTHS* and can truly say that radio has played the dominant role ... *most successful promotion* ever scheduled by Gunn ...

"We will be happy to certify to the wide coverage and *pulling power of KTHS.* Our *dealers all over the state are convinced* ..."

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

KTHS 50,000 WATTS CBS RADIO

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

at deadline

Jerrold, GE Testimony Highlights Senate Hearing

SENATE Commerce Committee Friday at uhf-vhf hearing (earlier story, page 76) heard proposal by Milton J. Shapp of Jerrold Electronics Corp. for co-op tv systems combining tv "translators" and community tv methods, while Paul L. Chamberlain of GE showed members GE's new pea-sized Micro-Miniature tube, which he said makes improvement in uhf sets as effective as quadrupling ERP of transmitter.

Mr. Shapp, president of Jerrold, said co-op tv system could extend tv to "every town of over 1,000 population in the U. S." by end of 1956, or some 600 communities with less than 10% tv saturation. He said Jerrold will apply to FCC today (Mon.) to install system in Ellensburg, Wash., already with community system.

Called "Pea-shooter" plan because of use of "highly directional" antennas, Shapp plan would pick up signal from vhf network station outside fringe area community, amplify and convert by "translator" to one of 14 channels in top of uhf band and beam in "pea-shooter" fashion to receiving horn antenna in center of town, reconvert to vhf and distribute to houses on coaxial cable.

He said monthly cost in community of 1,000 homes would range from $2.60 to $0.80 (depending on saturation). Jerrold also proposes to bring multi-channel service to towns not in rough terrain by series of "pea-shooter" translators serving as milliwave links.

Mr. Chamberlain, general manager of broadcast equipment in Technical Products Dept. of GE's Electronics Div., called for "thorough, objective study" to determine if uhf service is adequate, saying uhf shouldn't be given up on mistaken impression service is not adequate, or lost through default by failure to help uhf now. He said GE's new tube makes uhf noise factor 3 db better than when GE made report two years ago. Noise factor has been fundamental deterrent to uhf set performance, he said.

Roger Putnam, WWLP (TV) Springfield, Mass. (ch. 22) asked for deintermixture in Connecticut Valley; Randolph C. Reed, KBMT (TV) Beaumont, Tex. (ch. 31) asked grant of ch. 4 there be withheld or KBMT be granted ch. 12; Martin F. Malarkey Jr., president, National Community Tv Assn., said NCTA will ask FCC for microwave relay bands to serve community tv on non-common carrier basis and said NCTA opposes federal or state public utility type regulation of his industry.

Statements were entered in record by: Thomas E. Howard, engineering head of Jefferson Standard Broadcasting Co. (vhfs WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.), standing behind Sixth Report and criticizing uhf operators for not using "maximum facilities available to them"; Kate Mueller, American Assn. of University Women, on education tv; J. E. O'Neill, KJEO (TV) Fresno, Calif. (ch. 47).

RADIO DID IT

THIRTEEN-WEEK saturation radio spot campaign that started in mid-December 1955 [AT DEADLINE, Dec. 19, 1955] for Heineken's Holland beer on four Miami, Fla., stations accounted for "100% sales increase of our product over December 1954," Leo Van Munchen, president, Van Munchen & Co. (importers), N. Y., told B•T Friday. Radio was only medium used in campaign. Agency is Peck Adv. N. Y.

ANA Sets 3-Day Agenda For Hot Springs Meeting

TELEVISION and other media, advertising management, agency relations, merchandising, sales promotion, research and communications will be on agenda for Assn. of National Advertisers' 47th spring meeting, to be held March 14-16 at The Homestead, Hot Springs, Va., with close to 300 top U. S. advertisers on hand, officials are announcing today (Mon.). Arthur Dimond, advertising manager, H. J. Heinz Co., is program chairman.

T. R. Shearer, A. C. Nielsen Co. vice president, will discuss coverage and costs trends and various strategies in television buying as one of features Thursday morning. Another highlight will be closed session Wednesday afternoon on agency relations, featuring panel discussion with audience participation on changes that may result from Justice Dept.'s action against American Assn. of Advertising Agencies and several non-broadcast media groups. Gerald Light, advertising and sales promotion director of CBS-Columbia, will present "A Case for Advertising That Whispers—But Still Shouts Its Head Off" at Friday morning session.

Other speakers will include ANA Board Chairman Edwin W. Ebel, General Foods vice president; Fairfax M. Cone, president, Foote, Cone & Belding; Henry Schachte, vice president, Lever Bros.; Russell H. Colley, consultant to ANA Advertising Management Committee, and Richard K. Van Nostrand, Bristol-Myers assistant advertising director, on Wednesday morning; Donald B. Armstrong Jr., McCann-Erickson vice president and research director; Leroy F. Newmyer, Toledo *Blade & Times*, and Elmer Ward Jr., Palm Beach Co. executive vice president, on Thursday morning; R. C. Skillman, Champion Paper & Fibre Co.; William Kelly, Sinclair Refining Co.; Dr. George Perkins, Reynolds Metals Co., and cartoonist Al Capp on Friday morning. Demonstration of "brainstorming" technique for developing ideas will be conducted by Willard Pleuthner, BBDO vice president, at closed session Thursday afternoon.

ANA spring dinner will be held Thursday evening. Wednesday evening will be "Monte Carlo Nite." Friday's feature luncheon will present Roscoe Drummond, chief of *New York Herald Tribune* Washington bureau, in speech on "This Election Year."

Minor Party Puts in Bid For Answer to Eisenhower

EQUAL TIME dilemma of broadcasters in election year was focused Friday by request of Millerton Farrell Dobbs, presidential nominee of Nationalist Committee of Socialist Workers Party for time on radio and tv networks equal to that made available for President Eisenhower's Wednesday address. Request was denied.

Networks cited substantially same reasons given for turning down Democratic Chairman Paul Butler's and Sen. Estes Kefauver's requests (see story page 31). ABC, CBS and MBS reported Friday they had not as yet replied to Mr. Butler's second wire, but NBC notified him it could not accede to his request. Robert W. Sarnoff, NBC president, said network would continue policy of "fair and balanced" presentation of political views.

• BUSINESS BRIEFLY

NASH DRIVE • American Motors (Nash cars), through Geyer Inc., N. Y., planning spot radio announcement campaign effective March 26 for two weeks in more than 100 radio markets.

GLAMORENE HIKES • Glamorene Inc. (rug cleaner), N. Y., increasing its April broadcast media budget by $250,000 for special 30-day tv spot campaign in 60 major national markets. Agency: Product Services Inc., N. Y.

FIRST FOR BRECK • John H. Breck Inc. (hair preparations), Springfield, Mass., in first use of network tv, signed Friday with ABC-TV for three weekly participations on *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST) and one participation weekly on *Famous Film Festival* (Sun., 7:30-9 p.m. EST) for 13 weeks beginning in April. Agency for Breck—which will use shows to introduce new product, Breck's Hair Set Mist—is H. B. Humphrey, Alley & Richards, N. Y.

ANOTHER ROUND • Lever Bros. (Imperial margarine), N. Y., placing another flight of spot announcements starting April 2 for 52 weeks in 28 radio and 18 television markets. Foote, Cone & Belding, N. Y., is agency.

SALT SCHEDULE • For first time in several years, Diamond salt will utilize radio spot announcement campaign, starting April 2 for 26 weeks spread over 52-week period (three weeks on air, two weeks off, four on again, summer hiatus and several other flights after that). Approximately 30 markets will be used. Ogilvy, Benson & Mather, N. Y., is agency.

BORDEN BROADENS • Borden Co., N. Y., expanding radio-tv spot announcement campaign on behalf of new "rich-roast" instant coffee, introduced last September, in undetermined number of eastern markets, starting this month. New brand is slated to replace regular Borden's instant, which has been on market for several years. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

BELLS AND BRAS • Grace Kelly-Prince Rainier III Monaco nuptial coverage scheduled on ABC Radio April 17-19 (11-11:15 a.m. EST) will be sponsored by Peter Pan Foundations Inc. (bras and girdles), N. Y., through Ben Sackheim Inc., N. Y.

PICK UP OPTION • Bristol-Myers and Singer Sewing Machine, advertisers who held first option on *Playhouse 90* (to start Oct. 1, 9:30-11 p.m., Thurs., CBS-TV) both signed contracts late last week for sponsorships of portions of new show. Two half-hours are still available to other clients but network expects to sell those shortly. Young & Rubicam, N. Y., is agency for both.

RUMOR, REBUTTAL • Reports continue to pop up to effect that Jackie Gleason will telecast live next year on Saturday night CBS-TV show, but network authorities knock them down by pointing out that Mr. Gleason and his sponsor, Buick Inc., have firm two-year contract calling for filmed shows.

HERB'S HOUR • New hour-long *Herb Shriner Show* will be placed by CBS-TV in either 9-10 p.m. or 10-11 p.m. Saturday period, starting in fall.

We're going steady with CBS-TV

and everybody in Mid-America loves us!

KCMO-TV

Kansas City's CBS-TV Affiliate on Channel 5

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

COMMITTEE ADOPTS TALL TOWER PACT

TALL TOWER tv applicants are going to have another hurdle to leap, following unanimous acceptance Friday of revised agreement drawn by Joint Industry-Government Tall Structures Committee last fall [B•T, Oct. 3, 1955].

Agreement, which spells out policy regarding tall towers, contains recommendations that FCC from now on put burden of proof on applicants as to why they cannot locate antenna more than 500 ft. high in area already used for that purpose or on existing tower. Antenna farm idea will be subject of FCC rulemaking in near future, it was understood.

Also accepted is idea that Commission should have authority over receiving antennas. This will require Congressional legislation, it is understood.

Policy paper, which received tentative approval last fall, was accepted with slight revisions by all elements of JIGTSC. These included: FCC Comr. Robert E. Lee and CAA Administrator Charles Lowen, as co-chairmen, and representatives of broadcasting, aviation, and government agencies. Broadcasters were represented by John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers, and A. Prose Walker, NARTB.

Agreement was described by broadcast representatives as best possible compromise to soften Air Force opposition to tall tv towers. At one point last year, Air Force members of airspace panel officially asked government policy be established prohibiting construction of any tv tower more than 1,000 ft. above ground. This kicked off establishment of JIGTSC and Friday's action resulted from more than a year's consultations. It is also believed that Friday's action will lessen military advocacy of legislation to put a ceiling on tv tower heights. Pending in Congress are two bills (HJ Res 138-139), introduced by Reps. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.), proposing enactment of these limitations.

House Committee Reports Out $7.8 Million FCC Budget

HOUSE Appropriations Committee Friday reported out Independent Offices Appropriation Bill for fiscal 1957 providing $7.8 million for FCC for fiscal 1957—$50,000 less than Budget Bureau estimate for 1957 (see story page 78).

Increase of $930,000 over $6,870,000 appropriated for 1956 is for hiring 70 additional employes to reduce radio-tv and special services backlogs, according to report of subcommittee headed by Rep. Albert Thomas (D-Tex.).

Committee-approved budget estimate of $141,000 to continue FCC's study of radio-tv network broadcasting, expected to be complete by June 30, 1957. Amount compares to initial $80,000 for study in fiscal 1956.

At least part of $50,000 reduction from budget estimate is to eliminate funds for administrative work in regional offices, applying savings "to assist in other work." On backlogs, committee said it is anxious to reduce them and have FCC become current and that it doesn't want applicants to wait long periods through no fault of their own.

Hollywood AFM Rebels Win Control of Club

ANTI-PETRILLO faction in Hollywood AFM Local 47 smashed loyalists in all day election Thursday to decide control of $1.5 million club house there, it was disclosed early Friday. Through write-ins on ballot containing only pro-Petrillo names, rebel group headed by Cecil Read (early story page 44) won two to one in record vote for officers of Musicians Club, property owner.

Both Mr. Read and Local 47 President John te Groen have telegrams from AFM President James Petrillo affirming Mr. te Groen is still head of local despite "suspension" voted earlier in week by local membership. Mr. Read declared he is still "acting president" as voted by membership, plans to go ahead with March 12 general meeting to formally oust pro-Petrillo officers despite failure Thursday to get board quorum when loyalists walked out.

Philip Morris Will Keep Broadcast Budget in Spot

PHILIP MORRIS Inc. (Philip Morris, Marlboro and Parliament cigarettes, other tobacco products) plans this year to continue to enlarge upon "flexible" advertising policy of concentrating on tv and radio spots, newspapers and magazines, according to annual report. Company year ago switched radio-tv use from network to spot.

PM's consolidated net sales for 1955 totaled $283,218,646, about $500,000 more than 1954. Net income was approximately $11.5 million, up about $150,000; earnings per common share, $3.63, increase of 10 cents.

Bond Issues Initial Decisions In Elmira, Redding Tv Cases

INITIAL DECISIONS recommending tv grants in Elmira, N. Y., and Redding, Calif., issued Friday by FCC Hearing Examiner J. D. Bond. Mr. Bond recommended Central New York Broadcasting Corp. (ch. 3 WSYR-TV Syracuse, N. Y.) for Elmira ch. 18, which will be used initially as satellite of WSYR-TV. Central New York became lone applicant following withdrawal of Triangle Publications Inc. [B•T, Nov. 28, 1955]. In Redding, Mr. Bond recommended Shasta Telecasters (local businessmen) for ch. 7. Here, too, prospective grantee was unopposed. Other applicant, Sacramento Broadcasters Inc. (KXOA), withdrew [B•T, Feb. 13].

Wash. Tv Boosters Sought

JUMPING GUN on tv translator service, two applications were filed with FCC Friday seeking booster operations at Manson, Wash. Manson Community Tv Co. asks for two 15w stations, chs. 70 and 76, to rebroadcast to Manson area residents signals of Spokane's ch. 2 KREM-TV and ch. 6 KHQ-TV. Submitted with applications were documents from KREM-TV and KHQ-TV granting permission to retransmit their signals. KHQ-TV agreement included cancellation clause, stipulated that full, unaltered schedule must be carried.

PEOPLE

ROBERT J. WALLACE and **PHILIP R. WARNER,** account supervisors, Benton & Bowles, N. Y., elected vice presidents. Mr. Wallace has been with agency for year and before that was account executive for Biow Co. Mr. Warner, with agency since 1950, formerly was vice president at Needham & Grohmann.

SOL HUROK, NBC consultant and concert stage star manager, currently in Europe searching for additional attractions to be shown on future network shows. Mr. Hurok also will visit Moscow to discuss possibilities of wide cultural exchange between U. S. and U. S. S. R.

JACK W. MINOR, sales manager for Dodge Div. of Chrysler Corp., elevated to general sales manager for Dodge passenger automobiles and trucks. His successor as sales manager was not revealed.

JOHN B. SOELL, formerly with H-R Television Inc., N. Y., station representative, to WISN-TV Milwaukee as director of tv.

EMMETT C. McGAUGHEY, executive vice president in charge of Los Angeles office and west coast operations, Erwin, Wasey & Co., elected to board of directors, it will be announced today (Mon.) by Howard D. Williams, agency president. Mr. McGaughey also appointed executive vice president of parent company and will continue to headquarter in Los Angeles.

WILLIAM M. AMUNDSON, account executive and supervisor, appointed manager of St. Paul office, and **ALEX G. PAPPAS,** account executive, head of Dallas office for Ruthrauff & Ryan Inc. **JAMES A. WALKER,** also account executive, appointed vice president. Mr. Pappas succeeds **JOHN C. SIMMONS,** who resigned to become national advertising manager of Dr. Pepper Co. (see story page 41).

Fresno Ch. 12 Stay Denied

REQUEST for stay against FCC grant of Fresno, Calif., ch. 12 to KFRE that city denied Friday by U. S. Court of Appeals. Stay had been asked by ch. 47 KJEO (TV) Fresno and was argued Thursday before Circuit Judges Henry W. Edgerton, George Thomas Washington and Charles Fahy. Two weeks ago request for stay by KARM Fresno also was denied by same court [B•T, Feb. 27]. Arguing against stay was FCC Assistant General Counsel Richard A. Solomon and KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

Balabans Ask Birmingham V

APPLICATION filed with FCC Friday by Birmingham Tv Corp. (Harry and Elmer Balaban) seeking ch. 42 at Birmingham, Ala. Station plans effective radiated power of 16.52 kw visual, antenna 789.25 ft. above average terrain. H. & E. Balaban Corp. (theatre interests) owns 50% of ch. 39 WTVO (TV) Rockford and 34% of ch. 20 WICS (TV) Springfield, both Ill. Construction cost of Birmingham station estimated at $134,000; first year operation costs listed at $300,000; expected first year revenue, $350,000.

WEDR Sold for $110,000

SALE of daytimer WEDR Birmingham, Ala. (on 1220 kc) by Magic City Broadcasting Co. to Edwin Estes for $110,000 announced Friday. Mr. Estes owns WMOZ Mobile, Ala. Sellers are J. L. Doss and John A. Thompson. Transaction handled by Blackburn-Hamilton Co., station brokers.

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*Reg. U. S. Patent Office

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RATINGS ARE MONKEY BUSINESS?

A rating is a many-splendored thing . . . in some circles. A sharp advertising analyst can interpret any given rating in devious ways to make it look good, bad or indifferent. By the same token, the wide variance in rating scores by different services makes it obvious that even expert research groups disagree in their audience evaluation.

Now, we're not criticizing ratings. They perform a specific and necessary function . . . to try to tell you how much of an audience there is for your show, and the composition of that audience. However, no rating has yet been devised to tell you the most significant factor . . . how much return you receive from your television dollar!

The only true measure of the effectiveness of a television show's impact on an audience—saleswise—is consumer acceptance. When a show and its sales 'pitch' scores well, the sponsor is happy. When the sponsor is satisfied, the ad agency is happy. When this happy situation exists the television station has achieved a prime purpose . . . in pleasing and entertaining its viewers, and in serving as a good sales tool for its advertisers . . . ratings to the contrary notwithstanding.

If it's ratings you want, we have them. If it is SALES IMPACT, then inquire about the KTLA story . . . a record of sales without a peer in the Southern California market!

KTLA

5800 Sunset Boulevard

KTLA 5 Paramount Television Productions Inc.

CHANNEL 5

Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

FOR RA

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

32.3
COLUMBUS
beats Perry Como, Climax, This Is Your Life, Arthur Godfrey and others.

28.6 DENVER
beats Groucho Marx, Jackie Gleason, I Love Lucy, Dragnet and others.

30.3 SAN ANTONIO
beats Godfrey's Talent Scouts, Robert Montgomery, This Is Your Life, U. S. Steel Hour and others.

ARB—Jan. 56; TELEPULSE—Jan. '56

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"SCIENCE FICTION THEATRE"

TRUMAN BRADLEY
As host and narrator

RENEW

"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN

Champion of the people! Here's proof!

37.6
OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

31.5 BOSTON
beats Dragnet, George Gobel, This Is Your Life, Sid Caesar and others.

28.1 ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

ARB—Nov., Dec. '55; Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!

"THE MAN CALLED X"

Starring
BARRY SULLIVAN

RESULT

TINGS!

Now! 2nd Year In Production!

32.5 PORTLAND
beats George Gobel, Studio One, Dragnet, Climax and others.

26.3 INDIANAPOLIS
beats Dragnet, Groucho Marx, Disneyland, What's My Line and others.

27.7 DENVER
beats I Love Lucy, Climax, Dragnet, Groucho Marx and others.

. . . Voted No. 1 New Syndicated Film Series

ARB—Jan. '56; TELEPULSE—Jan. '56

ALL STAR HOLLYWOOD CAST!

ALS!

NEW! ZIV'S NEXT BIG
RATING-GETTER!

THE HOT SHOWS COME FROM ZIV!

"SCIENCE FICTION THEATRE"
RENEWED
by OLYMPIA BEER in

- LOS ANGELES
- SAN FRANCISCO
- SAN DIEGO
- PORTLAND
- SEATTLE-TACOMA
- SPOKANE

and 15 other west coast markets

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- PHOENIX
- YUMA
- MILWAUKEE
- PORTLAND, MAINE
- GRAND JUNCTION, COLORADO
- BALTIMORE
- DETROIT
- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D. C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
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- MESA DRUG CO.
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- KRDO-TV in COLORADO SPRINGS
- KTTS-TV in SPRINGFIELD, MO.
- KGGM-TV in ALBUQUERQUE
- KLAS-TV in LAS VEGAS
- WTVJ in MIAMI
- KBTV in DENVER
- WFAA-TV in DALLAS
- KERO-TV in BAKERSFIELD
- KIDO-TV in BOISE
- KID-TV in IDAHO FALLS
- WMCT-TV in MEMPHIS
- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

and others.

S!: ZIV!

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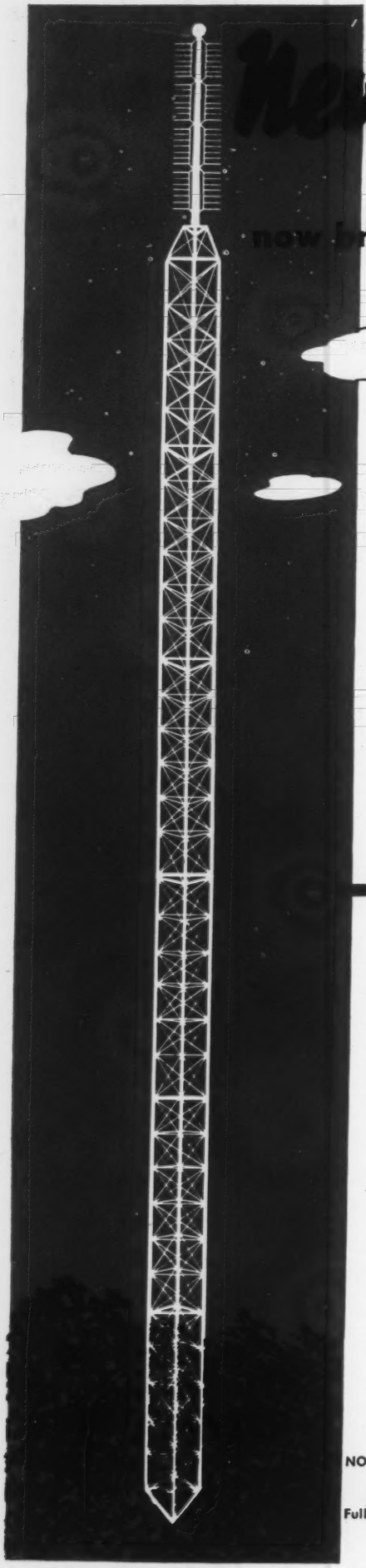

New 1175-ft. Antenna

(1800 FEET ABOVE AVERAGE TERRAIN)

now brings television to most of Arkansas through

KTHV

CHANNEL 11 LITTLE ROCK!

KTHV, Little Rock, is now telecasting from its new 1175′ antenna (1800′ above average terrain) on Channel 11, with full 316,000 watts. We now obviously cover *most* of Arkansas. Next big milestone comes April 1 when we join *Basic CBS Television Network!*

That's a lot of progress in eleven short weeks! Our schedule is filling up VERY fast. If you are interested in the big Arkansas market—and want a really top time period—we cannot urge you too strongly to see your Branham man NOW.

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
GODFREY AND HIS FRIENDS
THE MILLIONAIRE

I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS
ESSO NEWS
PLUS LOCAL NEWS, WEATHER, SPORTS

316,000 Watts

Channel 11

NOW AFFILIATED WITH CBS AND ABC

Full CBS Affiliation on April 1

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

ANTARCTICA— THE THIRD WORLD

EVEN IF OTHERS in NBC-TV's highly-ambitious *This Planet Earth* teledocumentaries should turn out to be only half as good as the first—Bill Hartigan's photo-essay on the land of the penguin—the firm of Weaver & Co. can be mighty proud of itself.

What could have easily been an innocuous travelogue (. . . "and as the sun sets slowly in the west . . .") instead turned out to be a neatly edited, compact and compelling record of man's hardships in exploring the unknown.

Mr. Hartigan—an NBC-TV cameraman attached to the U. S. Navy's advance task-force participating in the 1957-58 International Geophysical Year—has already aired his Antarctica dispatches on a number of NBC programs, yet nothing did his remarkable reportage as much credit as the sharply-edged, colorful and dramatic hour-long exposure on the network.

If reporters are to be judged by their candid admissions to human frailty, then Bill Hartigan is every inch a great reporter; surely his fear-shaken comment on the thought of being isolated and engulfed by the great ice-cap will go down in journalistic history as one of the best man has ever delivered on man's insignificance on earth. Unfortunately, the Powers That Be at Radio City saw fit to go Mr. Hartigan one better. They could hardly have been more wrong: such pontifications as Chet Huntley's "the common language of these men is a scratch on a piece of smoked glass" might better have been left on the cutting room floor.

Production costs: Approximately $15,000.

Telecast Sun., Feb. 26, as a special broadcast, 4-5 p.m., on NBC-TV.

Producer: Reuven Frank and the NBC News Dept.; film editor: Constantine S. Gochis; cameraman: William B. Hartigan; narrators: Chet Huntley and Hugh Downs.

PANORAMA

IF the view on NBC-TV's "Panorama" a week ago Sunday was disturbed somewhere along mid-point of the 90-minute program by an immovable mountain of drabness, the fault could hardly be that of Imogene Coca's. As a matter of fact, she was off-stage during 17.5 minutes of a song & dance routine which can best be described as monotonous.

Billed as a spoof on tv, "Panorama" got off to a rousing start with a very funny bit on credit-rollmania in which dancers collapsed all over the stage while a mile-long credit drum spun out such gems as "trenchcoat by . . . cigarettes by . . . matches by . . . etc." Following this, co-star Tony Randall—a very engaging fellow whose past performances on tv and the legitimate stage have singled him out as a most capable performer—joined hands with Miss Coca to parody such NBC-TV stalwarts as *Producers' Showcase, Your Hit Parade* and *Wide Wide World* (". . . and now our cameras take us to Havana via an airplane circling overhead, two small boys on a raft and the rest of the way by taxicab.").

For all practical purposes, the show ended at 8:16 p.m. What followed then was the tedious "Salute to Forgotten Songs" featuring singers Alan Dale, Johnny Desmond, Bill Hayes, Eileen Barton and dancers Bambi Linn and Rod Alexander; the disappointing "Merriest Widow" and Miss Coca's inevitable "tramp" routine.

Production costs: $145,000.

Sponsored by U. S. Rubber Co., through Fletcher D. Richards Co., N. Y.; Lewis-Howe Co. (Tums) through Dancer-Fitzgerald-Sample, N. Y.; American Radiator & Standard Sanitary Corp. through BBDO, N. Y., and the Maybelline Co. through Gordon Best & Co., Chicago, once-every-fourth Sunday, 7:30-9 p.m. EST on NBC-TV.

Producer-director: Max Liebman; assoc. producer-director: Bill Hobin; writers: William Friedberg, Neil Simon; choreographer: James Starbuck; music: Charles Sanford; costumes: Paul DuPont; scenery: Frederick Fox; host: Art Linkletter.

SEEN & HEARD

ON FEB. 25, George Gobel was to have given us an annual treat—his one-man show. The advances said he would appear accompanied only by his guitar, one song from Peggy King and a brief appearance by John Scott Trotter. Sometime between the program's conception and the time it went on the air someone managed to squeeze into the plot an NBC page, an Eskimo, a Civil War soldier, a plumber, and at least one other character whose identity was too vague to be remembered. The only one missing from the show's regulars was Jeff Donnell, George's on-air wife. The promised 30 minutes of the full-strength Gobel humor turned out to be a watered-down hodgepodge.

MITCH MILLER's Sunday night radio show (CBS, 9:05-9:55 p.m., EDT) must be the most underrated in the industry. The program, originally starring Rudy Vallee, features a different set of entertainment figures in an unrehearsed talkfest. Crisp, bright, unguarded comments by people full of vitality make the series top-notch, but blockbuster tv competition has left Miller relatively unnoticed.

BOOKS

THE PACKAGE DEAL, by Willis T. Ballard. Appleton-Century-Crofts Inc., 35 W. 32nd St., New York 1, N. Y. 280 pp. $3.50.

HOLLYWOOD's purported vice and lack of business ethics have always provided fiction writers with fodder to vicariously fascinate. Mr. Ballard switches slightly into Hollywood tv with pretty much the same formula. In recounting events as "three people scramble for power," the book becomes enmeshed in an unending series of business double-crosses and boudoir antics as a television production company strives to put across its new network show. Producers, writers, sponsors, agency executives and talent agents, almost with no exception, are involved in passionate pursuit of either a woman or the other fellow's job.

THIS IS NEW YORK, by Andrew Hepburn, with the assistance of Bill Leonard. Travel Enterprises Inc. Distributed by Houghton Mifflin Co., 2 Park St., Boston, Mass. 128 pp. Paperbound. $1.

SEVERAL years ago, when the American Travel Series published a guide to New York City, Bill Leonard recommended the book to listeners of his *This Is New York* program on WCBS New York. He also recommended changes and additions, notably the description of good restaurants, in the volume, which resulted in the publication of this special *This Is New York* guide. Pictures of Mr. Leonard and other WCBS radio stars are included in the volume, along with the more usual photographs, maps and descriptions of the city's landmarks and high points. Native New Yorkers will find this book as interesting (and possibly as informative) as will visitors, for whom it will be an invaluable aid in planning their sight-seeing time to the best advantage.

Worthy
appeal,
Guests aplenty,

All those intros,
A strain—mentally!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

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Channel 3
Charlotte, N. C.

KSL-TV
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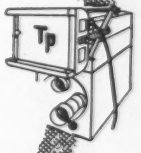
Salt Lake, Utah



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President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "BUZZ" Hassett

OPEN MIKE

Unique Industry

EDITOR:

RADIO AND TV WARNED ABOUT BAD ADVERTISING.

That's the king-sized newspaper headline that greeted us recently in reference to the New York address of [FCC] Commissioner [Robert E.] Lee before the Radio & Television Executives Society [B•T, Feb. 27].

It impresses me that we must be of a unique industry in that we are subject to so much criticism while newspapers and magazines go completely unattended. What does Comr. Lee think of the sizable whiskey ads, the miraculous cures for ugly and unsightly pimples, the movie ads that commonly indicate about to be or recently raped girls, the various astonishing methods for shrinking hemorrhoids, the soothing medical effects for bladder irritations or the remedies for false teeth that drop, slip or wobble when you talk, eat, laugh or sneeze? You may find just such ads on the same page as Comr. Lee's address.

Speaking as an individual, I am proud of the radio industry and its ability to keep its skirts as clean as anyone's. However, as the commissioner says: "Censorship may be needed." When that day comes, Commissioner, I want to be out of the radio business.

W. C. Porsow, Mgr.
WNAM Neenah, Wis.

Challenge

EDITOR:

On Feb. 27 the writer completed 25 years of sports broadcasting, all, except 15 months in Kansas City, here in the Fargo-Moorhead area. In that time I have broadcast 1,355 baseball games, 1,283 basketball games and 299 football games. In addition there have been scores of wrestling and boxing shows, track meets, hockey games and bowling broadcasts. My first broadcast of a sports event was a basketball game between North Dakota State and North Dakota U. on Feb. 27, 1931 . . . and I've been at it ever since.

I wonder whether any other sportscaster can point to as continuous a career? On April 29 I will start another Northern League baseball season with 126 games to do, and despite the approach of my 60th birthday in November, I'm not looking ahead to the day when I'll have to call it quits. . . .

M. M. (Manny) Marget, Mgr.
KVOX Moorhead, Minn.

Case for Equal Access

EDITOR:

The Freedom of Information Committee of the West Virginia State Broadcasters Assn. would like permission to send reprints of Judge Miller's article "The Case for Equal Access" to all West Virginia attorneys and jurists.

C. T. Garten, Mgr.
WSAZ Huntington, W. Va.

[EDITOR'S NOTE: Permission granted.]

Female Managers (continued)

EDITOR:

Our attention has been called to WAPL's request [OPEN MIKE, Feb. 13]. We, the staff of KGFJ Los Angeles, feel justly proud of the fact that Mrs. Thelma Kirchner [B•T, Jan. 11, 1954] has been the active general manager of KGFJ since March 1943. . . .

One of her most important contributions to KGFJ, the city of the angels, and to the good name of the industry in general, is her ever constant fight to promote the essence of good broadcasting "in public interest, convenience and necessity." This is evidenced by KGFJ's public service contributions in the past, at the present, and we feel sure, in the future. . . .

Now, a poser of our own: How many radio stations in this country can boast of a feminine commercial manager? KGFJ can . . . Mrs. Molly Low.

The Staff
KGFJ Los Angeles, Calif.

The California Story

EDITOR:

Larry Christopher deserves a great deal of credit for his "California Story" [B•T, Jan. 30]. But I am afraid some of my friends in Monterey County have given him some bad figures.

Larry tells us the farm income in Monterey is $100 million and the fertilizer bill is $27 million. This is capable of two interpretations: one, that the soil in Monterey County is practically worn out to such an extent that 27 cents on every farm dollar has to go into fertilizer. I don't believe that is the case. The other alternative is: could it be that the source of the Monterey figures was full of the fertilizer components?

Fran Conrad
KNTV (TV) San Jose, Calif.

[EDITOR'S NOTE: The $100 million farm income figure is a reliable estimate based on official figures and trends during the last several years; the $27 million fertilizer figure was an off-the-cuff guess which should have been recognized as far too high, despite the fact that, even with rich soil, intensive truck farming calls for lots of fertilizer.]

EDITOR:

"The California Story" in the Jan. 30 B•T is of considerable interest to us at the Santa Rosa Chamber of Commerce.

We were particularly interested in the Sonoma County report and the accuracy with which you have reported our growth and primary economic factors.

Robert A. Clark, President
Chamber of Commerce
Santa Rosa, Calif.

EDITOR:

. . . It is beautifully, convincingly, and effectively done.

James Mussatti, Gen. Mgr.
California State Chamber of Commerce
San Francisco

EDITOR:

. . . It's certainly loaded with factual information and speaks for itself in terms of being a product of considerable research effort on your part.

We particularly appreciated the reference to our own corporation's share in this general picture of state-wide growth.

S. S. Philbrick Jr., Pub. Rel. Dept.
Crown Zellerbach Corp., San Francisco

EDITOR:

We enjoyed very much the story regarding Imperial County. It was very well done and we appreciate your thoughtfulness in including us in your California Story.

W. G. Duflock, Sec.-Mgr.
El Centro Chamber of Commerce

Yearbook Demanded

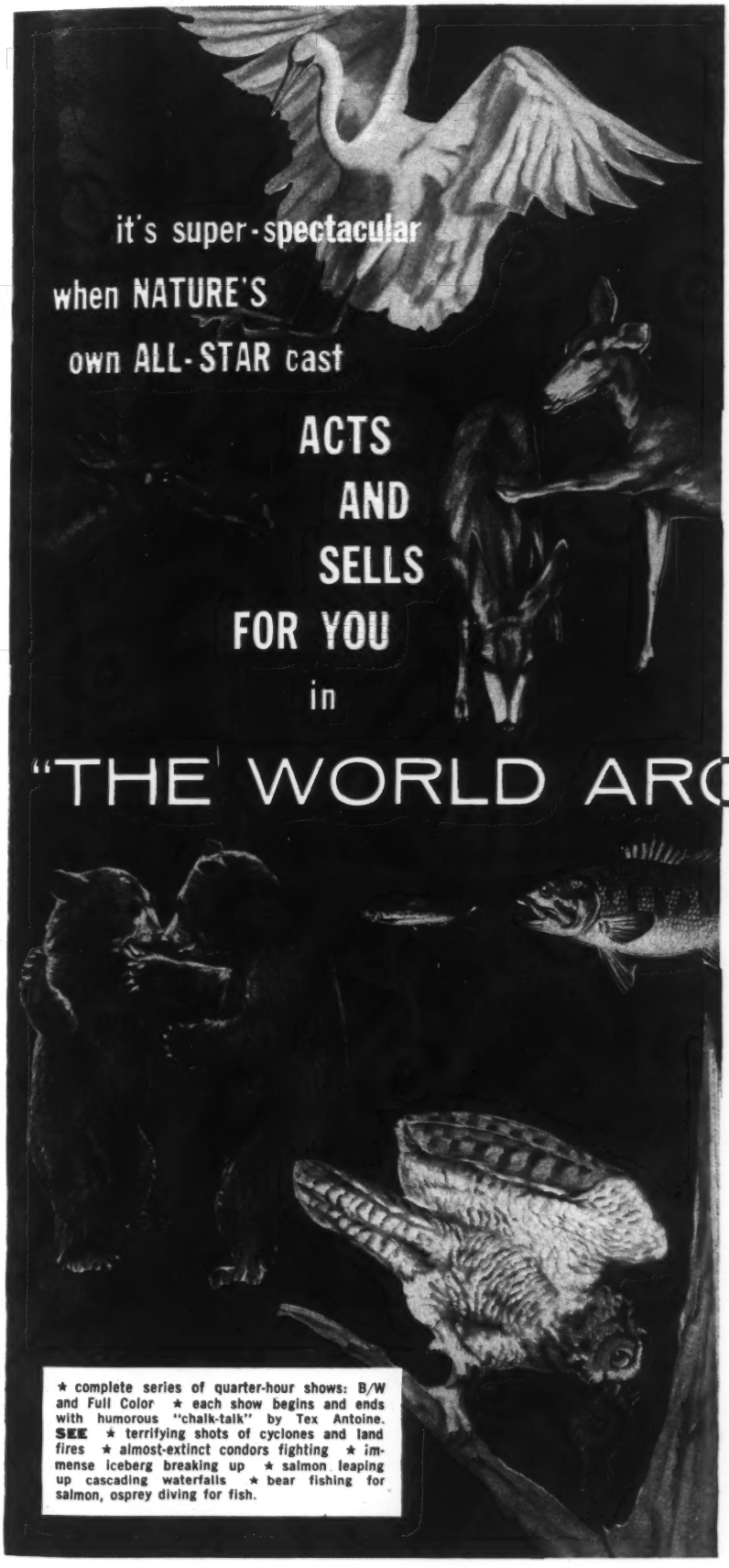
EDITOR:

Will you please forward us another copy of the new BROADCASTING YEARBOOK and bill us for same?

We find a single copy in too much of a demand.

Arthur C. McCracken, Mgr.
WGPA Bethlehem, Pa.

[EDITOR'S NOTE: No sooner said than done. Additional copies of the 1956 BROADCASTING YEARBOOK are available at $3.00 a copy.]


it's super-spectacular
when NATURE'S
own ALL-STAR cast
ACTS
AND
SELLS
FOR YOU
in
"THE WORLD AROUND US"
★ complete series of quarter-hour shows: B/W and Full Color ★ each show begins and ends with humorous "chalk-talk" by Tex Antoine. SEE ★ terrifying shots of cyclones and land fires ★ almost-extinct condors fighting ★ immense iceberg breaking up ★ salmon leaping up cascading waterfalls ★ bear fishing for salmon, osprey diving for fish.

The new TV series
for **EVERYONE!**

In exclusive, never-before-photographed scenes THE WORLD AROUND US unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the *how* and *why* behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, *all-star* cast in its natural habitat.

Top TV showmen spent 2 years editing THE WORLD AROUND US into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular network personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

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Greater reliance on competition in rates among the different types of carriers, subject always to essential safeguards of ICC regulation, would make for more efficient use of our transportation plant, and more economical service for all of us. This key recommendation in the report of a special Cabinet-level Advisory Committee named by the President is here discussed by Mr. Faricy.

THE RIGHT TO COMPETE

Cornerstone of Modern Transportation Regulation

by WILLIAM T. FARICY

President, Association of American Railroads

Three outstanding facts about transportation in the United States today are:

1. that "within the short span of one generation this country has witnessed a transportation revolution";
2. that "during this same period, government has failed to keep pace with this change"; and
3. that "in many respects, government policy at present prevents, or severely limits, the realization of the most economical use of our transportation plant."

These statements are not mine. They are from a report made by a special committee of Cabinet officers and other high ranking government officials established by President Eisenhower in July, 1954. The report, made public by the White House in April, 1955, was unanimous, being concurred in by all seven of the Cabinet-level officers who composed the Committee.[1]

The key recommendation of the Cabinet Committee is that in today's competitive transportation world, where the user has his choice of many means of carriage, greater reliance should be placed on competition in pricing as among the various modes of transport. This is what the Committee regards as the "cornerstone" of a modern system of regulation designed to bring about a more effective use of our transportation resources.

Regulation, Yes, But Not Allocation

As matters now stand, one of the principal tests applied by the Interstate Commerce Commission in its control over rate competition among the different types of carriers is the concept that the government's power to regulate rates should be used to see that each form of transportation gets what the Commission deems to be its "fair share" of the available traffic.

Thus, when the railroads proposed to reduce rates upon tank-car movements of petroleum products in California and Oregon as a means of regaining some of the traffic which had been lost to barges and trucks, the Interstate Commerce Commission found that the proposed rates, while yielding revenues which would "contribute substantially to the overhead burden and profits," should nevertheless be rejected because they were lower than the cost to the shipper of using the competing barge-truck routes and thus "lower than is necessary fairly to meet the competition." Moreover, from the Oregon points, the ICC ordered the rates cancelled because they would "affect adversely the maintenance of competitive motor-carrier transportation."[2]

For like reasons, the Commission has refused to allow railroads to make competitive reductions which they have proposed in rates on sugar from ocean ports to Cincinnati and Louisville, on tinplate from Alabama to New Orleans, on petroleum products from Whiting, Indiana, to Illinois points, on coffee from Los Angeles and San Francisco Bay points to Northern Utah and Idaho, on magazines from Philadelphia and Darby, Pennsylvania, to Texas, on sulphur from Texas to Wisconsin, on scrap rail from Gulf ports to Chicago and on aluminum articles from Texas to Illinois and Iowa—to name a few other instances.

Such a policy of attempting to allocate business among the different types of carriers requires, in effect, that one form of transportation hold an "umbrella" over the rates and traffic of its competitors by another form of carriage. But if one form of transportation, because of its inherent nature, is able to move a given commodity between given points at a lower rate than competing forms, to do so at a profit, and to do so without discriminating against other shippers, then why should not the low-cost carrier have the business and why should not the public have the saving?

That, in essence, is what the Cabinet Committee's report proposes—namely, that the law should make it clear that through its power of rate regulation neither the Interstate Commerce Commission, nor any other governmental body, should undertake to allocate and divide business among the different types of carriers. The position of the Cabinet Committee is that "the market"—competitive pricing along with competitive service—can do this job better than it can be done by any sort of government allocation.

Essential Rate-Making Standards Maintained

In taking this position, the Presidential Committee did not recommend, and no one contemplates, doing away with the power of the Interstate Commerce Commission to regulate rates. Rates would still have to be published in tariffs filed by the carriers with the Interstate Commerce Commission, as they now are, and still would have to be adhered to as published. Rates still would not go into effect ordinarily until 30 days after filing, and there still would be opportunity for shippers or other carriers to protest or for the Commission to act on its own motion.

The Commission would still have responsibility and power to see that rates are neither unreasonably high nor unreasonably low—a principal test being that they shall be compensatory to the carrier proposing them—and that they do not unjustly prefer or discriminate against any person, any community, or any region. But within these limitations, the recommendations of the Presidential Committee contemplate that competitive pricing, as well as competition in service, should prevail.

Such a result could be accomplished by a simple change in the statutory standards to be applied in determining whether a proposed rate is lower than a reasonable minimum, without affecting the other standards presently applied by the Interstate Commerce Commission. The essential standards would continue as they now are *except* that in determining whether a proposed rate would be less than a reasonable minimum the Commission shall not consider its effect upon the traffic of any other mode of transportation, nor its relation to the charges of any other mode, nor whether it is lower than necessary to meet the competition of any other mode of transportation. Such a proviso would make it perfectly clear that the Interstate Commerce Commission is not expected to undertake an artificial and arbitrary apportionment or distribution of traffic among the several forms of transport.

With traffic distributed in accordance with the natural capabilities and advantages of each kind of carrier, a better balanced development of our national transportation plant would follow. In such a development, each mode of surface transport—rail, highway and water—would take its proper place and part, performing those services which it can do better and more economically than the other modes, with both rates and serv-

[1] Revision of Federal Transportation Policy: A Report to the President, April, 1955. U. S. Government Printing Office, Washington, pp. iv. 20. Members of the Committee are Sinclair Weeks, Secretary of Commerce, Chairman; Charles E. Wilson, Secretary of Defense; and Arthur S. Flemming, Director, Office of Defense Mobilization, and, as Ad Hoc Participating Members, George M. Humphrey, Secretary of the Treasury; Arthur E. Summerfield, Postmaster General; Ezra Taft Benson, Secretary of Agriculture; and Rowland E. Hughes, Director, Bureau of the Budget. The report and recommendations of the Committee are unanimous.

[2] 284 ICC, pp. 287, 296, 304, 306.

ice always taken into consideration. And the public, the users of transportation, would get the benefit.

This sound idea, so thoroughly in accord with the customs, the traditions and the thinking of the American people, has been met with bitter objection from spokesmen for some of the trucks—principally the heavy highway freight haulers—and some of the inland waterway barge carriers.

They have objected to the composition and the procedures of the Cabinet Committee and the working group, or staff, by whom it was assisted. Attempts have been made to create an impression that the working group gave consideration to the views of the railroad industry alone, but the fact is that other groups also submitted their views and that representatives of the trucking industry submitted written recommendations and also discussed them with the chairman of the group. The insinuation that the seven high government officials who concurred in its unanimous recommendations, and also the group of highly qualified and disinterested private citizens who did the preliminary staff work, listened only to railroad representations is simply not true.

The "Monopoly" Bugaboo

According to assertions of trucking spokesmen, this recommendation for greater freedom of competition between different modes of transportation would turn transportation back to a state of "cut-throat competition" said to have existed before 1887, when the original Act to Regulate Commerce was passed.

There isn't a chance of a return to the conditions of 1887, either in the physical facts of transportation or the legal terms under which the business is conducted.

In 1887, the only effective competition was that among railroads. Since then, billions of dollars have been spent on building and improving waterways, and the waterways are here and will remain. Many more billions have been spent on improved highways, and the highways are here and will remain. These waterways and highways are used by tens of thousands of common and contract carriers by water and by motor vehicle. They are also open to the use of anyone who wishes to move his own goods in his own vehicle and vast tonnages are so moved. Indeed, nearly two-thirds of all intercity freight traffic on the highways and more than nine-tenths of inland waterway traffic is either of this character or is otherwise exempt from interstate regulation as to rates. The mere physical facts as to the extent of transportation facilities in this country, and the variety of their ownership and use, make any chance of general monopoly in transportation too remote to deserve consideration.

From the standpoint of the laws, there has been an equally striking change. Prior to 1887 rates could be made in secret. Now rates are required to be published, with due public notice, and must be adhered to as published. Prior to 1887, there was no statutory prohibition against discriminations or preferences in rates. Now, rates of regulated carriers cannot discriminate against one shipper, or commodity, or community, or region, and cannot prefer another.

There is no recommendation in the Cabinet Committee's report which would depart from these requirements. Adoption of the Committee's report would not authorize the making of secret rates. It would not do away with the requirements of public notice and of adherence to the published rate. It would not permit the making of rates which are either discriminatory or preferential. And the Interstate Commerce Commission would have power to enforce these principles, as well as to prohibit rates which are either unreasonably low or unreasonably high.

No, with competition what it is and the laws what they are—and what they will remain if greater freedom of competition in pricing as among the different modes of transportation is adopted—there is no possibility that a transportation monopoly could be created or sustained.

No Below-Cost Rates

But motor and water carriers assert that to permit greater freedom in the making of competitive rates would enable the railroads to destroy highway and waterway competition. It must always be remembered, however, that under the Cabinet Committee's recommendation, as well as under present law, railroads could not make below-cost rates. If it be true, as claimed by spokesmen for trucks and barges, that they could not continue to exist in the face of competitive rates which are compensatory and nondiscriminatory, then it would follow that trucks and barges often would have no proper place in the transportation system and would exist only because the railroads are restrained from meeting their competition.

Such an assertion is, of course, absurd. In transporting many kinds of freight, trucks and barges have advantages in service or cost or both. The report contemplates that trucks and barges should have complete opportunity to give full force and effect to their competitive advantages whenever they exist—the same opportunity, in fact, as is proposed for the railroads.

Another assertion of opponents of the recommendation, equally baseless, is that greater freedom in competitive rate-making would burden shippers of so-called noncompetitive or "railbound" traffic. The assertion has repeatedly been made that if rail rates on competitive traffic are reduced it would be necessary for non-competitive traffic to pay higher rates to offset the revenue losses.

Rates x Volume = Revenue

Such assertions rest on a completely erroneous premise, namely, that lower competitive rail rates would reduce rail revenues. Railroad revenues are the product of two factors, rates and volume. The only motive or purpose the railroads would have in publishing reduced competitive rates would be to attract enough increased volume to more than offset the reduction in rates, and thus to produce greater net revenue.

Such competitive rates, it should be borne in mind, would be required to be compensatory as well as non-discriminatory so that instead of hurting non-competitive traffic, they would benefit it by reducing the share of the necessary fixed overhead expense the non-competitive traffic is called upon to bear. What the shippers of non-competitive traffic have real reason to fear is that competitive traffic will continue to be drained from the railroads, thus increasing the burden of overhead and fixed expense which will have to be borne by the traffic remaining on the rails.

How this works in practice was well stated by the Interstate Commerce Commission as follows:

"It is a well-established and generally recognized rule that if additional business can be taken on at rates which will contribute at least a little in addition to the actual out-of-pocket expense, the carrier will be advantaged to that extent and all its patrons will be benefited, to the extent to which such traffic contributes to the net revenue."

The Competitive Principle

The competitive spirit has been the driving force of progress in America; the competitive principle is the very foundation of our national economy. That greater reliance should be placed on this principle in the determination of rates as among the several kinds of carriers—always subject to the continuing limitations of essential ICC regulation outlined above—is the heart of the Cabinet Committee's recommendations.

While spokesmen for trucking and barge interests object to the principle, it has received the endorsement of such major organizations of users of transportation as the American Farm Bureau Federation, the National Grange, the Chamber of Commerce of the United States, and the National Industrial Traffic League, which is the major nation-wide organization of men who, as shippers, deal daily with the practical problems of rate making and regulation.

What this experienced body of transportation experts, who use the services of every kind of carrier and are concerned only with maximum transportation efficiency, has to say on the subject is particularly in point. On November 23, 1955, the League approved amendment of Section 15a(2) of the Interstate Commerce Act by adding the following proviso to the considerations to be taken into account by the Interstate Commerce Commission in "the exercise of its power to prescribe just and reasonable rates":

"Provided, however, that in determining a minimum rate the commission shall not consider the effect of such rate on the traffic of any other mode of transportation, the relation of such rate to the rate of any other mode of transportation, or whether such rate is lower than necessary to meet the competition of any other mode of transportation."

Without going into any of the technical details involved, President Eisenhower, in his message on the state of the Union submitted to the Congress on January 5, 1956, had this to say:

"In my message last year, I referred to the appointment of an advisory committee to appraise and report to me on the deficiencies as well as the effectiveness of existing Federal transportation policies. I have commended the fundamental purposes and objectives of the committee's report. I earnestly recommend that the Congress give prompt attention to the committee's proposals."

Fundamental among these proposals is that to allow greater freedom in pricing among the different types of transportation. Under such conditions, with each user of transportation free to choose the type of carriage which best meets his needs for any particular task, the transportation needs of the nation as a whole would be met with maximum efficiency and at minimum cost—and the producer, the shipper, the consuming public and the national defense all would benefit.

We shall be glad to send additional copies of "The Right to Compete: Cornerstone of Modern Transportation Regulation" to those who request them. Address: Association of American Railroads, 803 Transportation Building, Washington 6, D. C.

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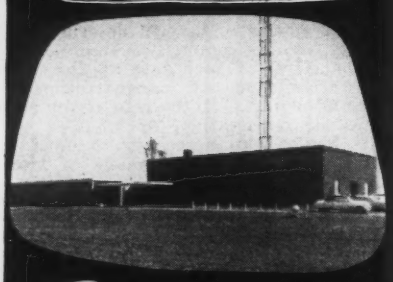

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DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

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our respects

to KENNETH WHIPPLE BILBY

REALIZATION that the sensitive field of broadcasting must put its "best face forward" to the public prompted NBC in September 1954 to create the post of vice president for public relations as a top-level policy function, with enlarged responsibility over national advertising and promotion, continuity acceptance, as well as press and publicity.

The man chosen to supervise the efforts of the various "opinion-molding" units at NBC was Kenneth Whipple Bilby, relatively unknown in broadcasting but fortified with a solid background in public relations and newspaper work. Then 35, Mr. Bilby already had left behind him a distinctive career that included service as assistant city editor and foreign correspondent for the *New York Herald Tribune* and 2½ years of public relations work with Carl Byoir Assoc., New York, on the RCA and NBC accounts.

After 18 months as vice president for public relations at NBC, Ken Bilby regards his job as "a great challenge," adding:

"This is the most exciting business I have ever been in. In many ways it is a composite of all the other things I've done. It reminds me of the newspaper business in its irregular hours. It reminds me of the agency business in the number of its daily crises. It reminds me of the Army in that you're always being 'fired at'—but this time by people inside and outside the company demanding more promotion. I really enjoy it."

Mr. Bilby's association with broadcasting began indirectly many years ago, because his father, Ralph W. Bilby, an Arizona attorney, was at one time a part owner of KTUC Tucson, Ariz. Ken Bilby was born Oct. 7, 1918, in Salt Lake City, attended Tucson High School and the U. of Arizona. In 1938 he moved to New York to become a copy boy for the *Herald Tribune*.

He worked for three years on the *Tribune* as copy boy, Columbia correspondent and staff reporter, all the while studying part-time at Columbia U. In 1941, while awaiting his draft call to the U. S. Army, he returned to his home and completed his studies for a B.A. degree at the U. of Arizona.

He was drafted into the Army in late 1941 as a private and served for 5½ years, rising to the rank of lieutenant colonel in command of an infantry battalion in the European Theatre. He won a total of six combat decorations from the U. S. and French armies, including the Silver Star and Croix de Guerre. One pleasurable phase of his Army career, Mr. Bilby recalls, was a tour of occupation duty as commandant of tactical forces in Kassel, Germany, during which he lived in a mountain-top villa.

Mr. Bilby returned to the *Herald Tribune* after the war and was assigned to cover the United Nations. Subsequently, he served as assistant city editor of the newspaper. Tabbed by *Herald Tribune* executives as "a comer," Mr. Bilby was handed the choice assignment of covering the Arab-Jewish conflict in 1948. He remained abroad for more than two years, covering news developments from such spots as Egypt, Israel, Jordan, Turkey and Greece.

In 1950, on leave of absence from the *Herald Tribune*, Mr. Bilby set down his experiences in a book, *New Star in the Near East*.

Mr. Bilby describes his overseas newspaper experience as "a wonderful education" and will prescribe living abroad at least two years for his son when he comes of age. Nonetheless, in late 1951 he decided to seek a job that would keep him anchored in one place, and was pleased when Carl Byoir Assoc. offered him the post of account executive for RCA Victor at Camden, N. J. Later, from early 1954 until he was chosen for his present position, Mr. Bilby was the Byoir representative at NBC.

Tall and ruggedly built, Mr. Bilby is regarded by his associates as a taskmaster, but by no means a stern one. He has accomplished the unification of the sundry promotional arms of NBC with a minimum of fuss, and is credited with having played a significant part in one major public relations tactic: having top-level NBC executives readily accessible to newsmen. Associates say that it was Mr. Bilby who impressed upon Board Chairman Sylvester L. (Pat) Weaver Jr. and President Robert W. Sarnoff that newspapermen should have the opportunity of meeting and talking with them, whenever feasible.

Mr. Bilby can pinpoint one roadblock to effective promotion in broadcasting that is difficult to remove: the tremendous increase in the number of spectaculars and special events programs makes it difficult to plan sustained promotion campaigns in advance.

Mr. Bilby married the former Helen Owen Meeker March 6, 1948. She is a great granddaughter of the late William Jennings Bryan. They have two children, Barbara Windsor, 5, and Kenneth Mansfield, 2½. The family makes its home in Mamaroneck, N. Y.

Mr. Bilby is an outdoor enthusiast—a throwback to his Arizona background. He likes to golf, hunt, fish and swim. He belongs to the Appawamis Country Club in Rye, N. Y., and the Oriental Point Beach Club in Mamaroneck. His professional associations include membership in the Radio & Television Executives Society and work for the Brand Names Foundation.

An avid reader, Mr. Bilby says he has read his favorite book, *War and Peace*, at least six times. He is a fan of Earle Stanley Gardner and buys every new Perry Mason book as soon as it is available.

As commercial telecasting enters its tenth year, KSD-TV . . . America's FIRST completely postwar-equipped TV station . . . notes here some of its pioneering achievements in serving the TV audience of the nation's 9th largest market, and on several occasions the *national* TV audience as well.

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TV station to originate a closed circuit program in St. Louis (Veiled Prophet Parade, October 8, 1946.)

TV station in St. Louis to transmit a special "dealer meeting" telecast. (RCA dealers, Hotel Statler, St. Louis, February 3, 1947.)

TV station in St. Louis to telecast on-the-air programming. (Commercial operations began on February 8, 1947.)

TV station in the middle-west to originate programs for the NBC network. (Kiel Auditorium, September 20, 1948.)

TV station in St. Louis to originate a closed circuit telecast of a surgical operation. (Firmin Desloge, St. Mary's and Barnes Hospitals, November 30-December 3, 1948.)

TV station to telecast the wedding reception of a Vice President of the United States. (Vice President and Mrs. Alben W. Barkley, November 18, 1949. Program carried by NBC network.)

TV station to telecast a funeral service. (City Comptroller Louis Nolte, January 4, 1950.)

TV station in St. Louis to originate a program for the CBS-TV network. (Address by President Truman, June 10, 1950.)

TV station in St. Louis to originate a program for four networks at one time. (Address by President Truman on November 4, 1950.)

TV station in America to participate in the simulcast of a regularly scheduled series of religious programs. (The Protestant Hour, KSD and KSD-TV, since December 10, 1950.)

TV station to originate a network telecast of a U.S. Senate Committee Hearing in St. Louis. (Kefauver Crime Investigation, February 23 & 24, 1951.)

TV station to telecast a Police Board hearing direct from the Board of Police Commissioners offices. (February 15, 1952.)

TV station in St. Louis to originate live network telecasts from another city for exclusive coverage on its own station. (Interviews at Democratic and Republican National Conventions in Chicago, July, 1952.)

TV station in St. Louis to operate on the maximum power authorized by the FCC. (100,000 watts on VHF Channel 5 since May 20, 1953.)

TV station in St. Louis to telecast a network program in full color. (Address by Gen. Sarnoff, December 17, 1953.)

TV station in St. Louis to telecast a commercial network program in full color. ("Dragnet," December 24, 1953.)

TV station in St. Louis to participate in origination of a live network program in full color. (Grant's Farm, St. Louis County, June 9 & 10, 1954.)

TV station in St. Louis to originate a local film program in full color. (December 11, 1954.)

KSD-TV

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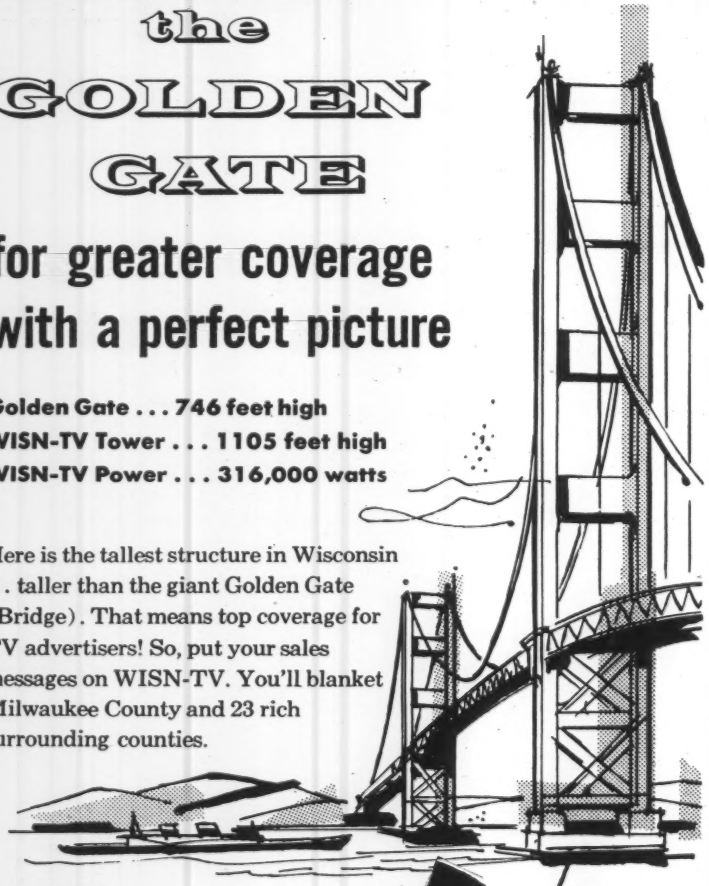
Here is the tallest structure in Wisconsin . . . taller than the giant Golden Gate (Bridge). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



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WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.

JOHN NORMAN

on all accounts

THERE are "few situations in the competitive marketplace where a short dramatic presentation of a product's desirability is sufficient to put it across." Instead, John Norman believes, "constant repetition is necessary in 99% of the cases."

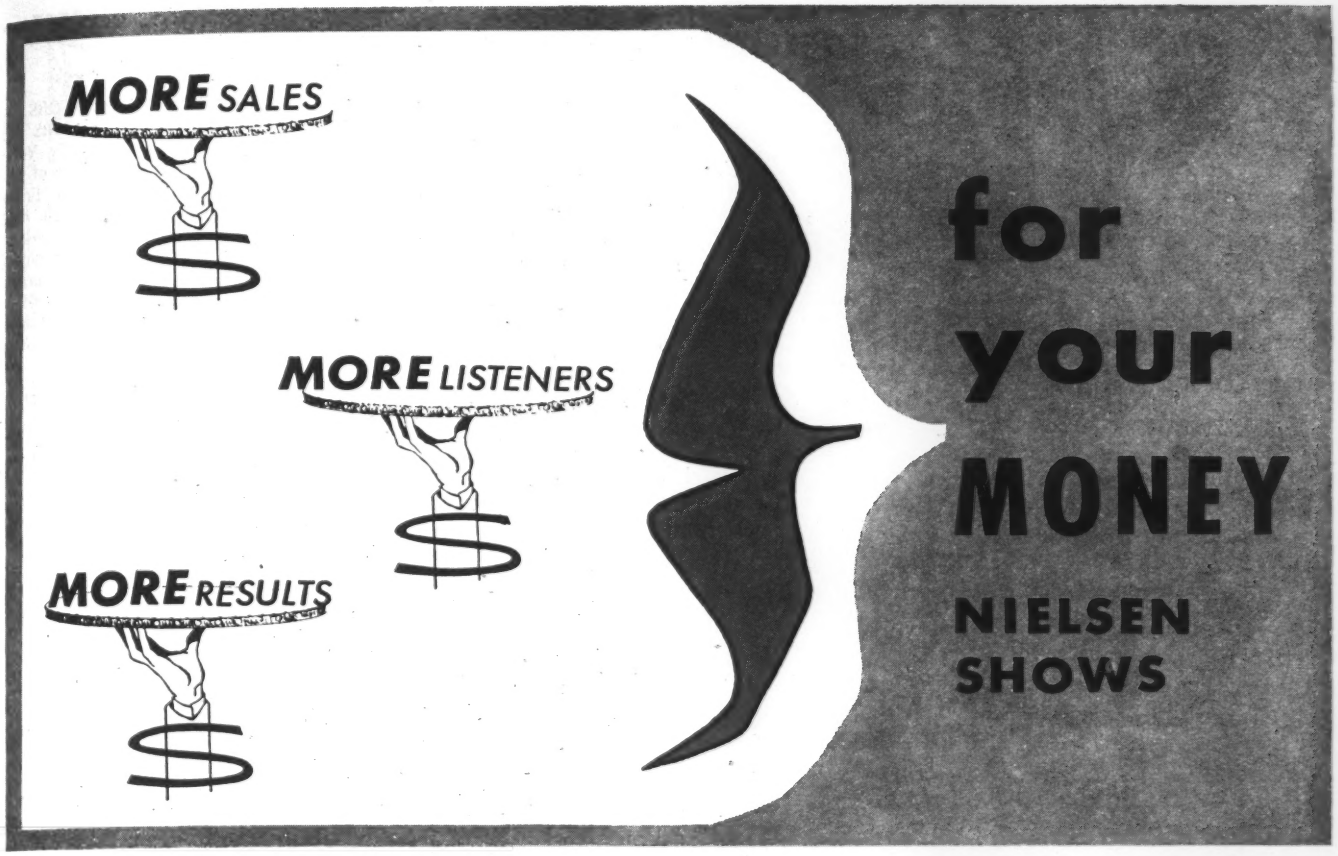
As radio-tv director and account supervisor at Walker B. Sheriff Co., Chicago, Mr. Norman also feels that the most important decision in choosing radio vs. television lies in the account's "financial ability to sustain a campaign of sufficient proportions to insure success." His thumb-rule: choose a vehicle that fits the budget without sacrificing continuity on either a frequency or length-of-campaign basis.

Mr. Norman's career embraces advertising, selling, production and an early smattering of dramatics. He was born in Clarksburg, W. Va., on July 15, 1922, and moved to Baltimore in 1933, attending Polytechnic Institute and later working with a dramatic group at WFBR there. Joining the service, Mr. Norman served in the Army Signal Corps, the infantry and the Air Force Special Services, transferring later to Mitchell Field. He also attended the American Academy of Dramatic Arts in New York.

Mr. Norman moved from dramatics to advertising and Robert W. Orr & Assoc. in 1946, becoming assistant radio-tv director. He left after three years to open his own radio package firm, and later, in 1950, joined WLIO (now WOHI) East Liverpool, Ohio, as commercial manager. Mr. Norman held other sales posts in the early '50s with William G. Rambeau Co., station representative, ABC Spot Radio Sales, WENR Chicago, and finally WLS there. He joined Walker B. Sheriff Co. in 1955.

At the Sheriff agency he is active on the Hallicrafters Co. (mostly radio for its communication equipment), Shaler Co. (tv for its automotive supplies), Ben Hur Mfg. Co. (radio-tv for farm and home freezers), Quic-Frez Inc. (radio-tv for its commercial home freezers), and Parker House Sausage Co. (radio) accounts. Shaler recently entered network tv with participations on Steve Allen's *Tonight* show.

Mr. Norman likes golf and lives in suburban Park Forest. He married the former Ellen Norton. They have two children—Scott, 2, and Holly, six weeks old.



IN NEW ORLEANS it's WBOK

NEW NIELSEN (N. S. I.) PROVES WBOK LOWEST COST PER 1000 IN N. S. I. AREA

WBOK Leads in Negro Audience during Negro Programming Period

HERE ARE THE NIELSEN FACTS

During the WBOK Negro Programming Period
6:00 A.M. to 3:00 P.M.
WBOK Average Rating 9.9
Other Negro Station 3.9

HERE ARE MORE NIELSEN FACTS

During 30 Quarter Hours of Negro Programming from 7:00 A.M. to 3:00 P.M. WBOK Leads in 29 Quarter Hours in Station Total Homes Four Week Cumulative Audience.

Once again WBOK is proven to be the OUTSTANDING NEGRO STATION, both in Metropolitan Homes and in NSI Area Homes. That's why WBOK carries more than twice the national advertising of the other Negro Station and more local advertising by far. Only this dominant total audience leadership always available to advertisers on WBOK can deliver ... more sales ... more results ... more profits.

The new Nielsen (NSI) now proves what Hooper, Trendex, S.A.M. and Nielsen (NCS) have said over and over again ... WBOK dominates the Negro Market.

WBOK Leads All Stations in Total Audience During Its Hillbilly Programming Period.

From 3:00 P.M. to 5:00 P.M. during the Red Smith Show, WBOK has more listeners than ALL other stations in New Orleans. (Station Total Homes) 66% of the audience is in the nearby parishes with the high purchasing power. The Red Smith Show is a natural to reach the low and middle income white audience.

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"Very Good!"
Viola Nordman
KXEL, Waterloo, Iowa

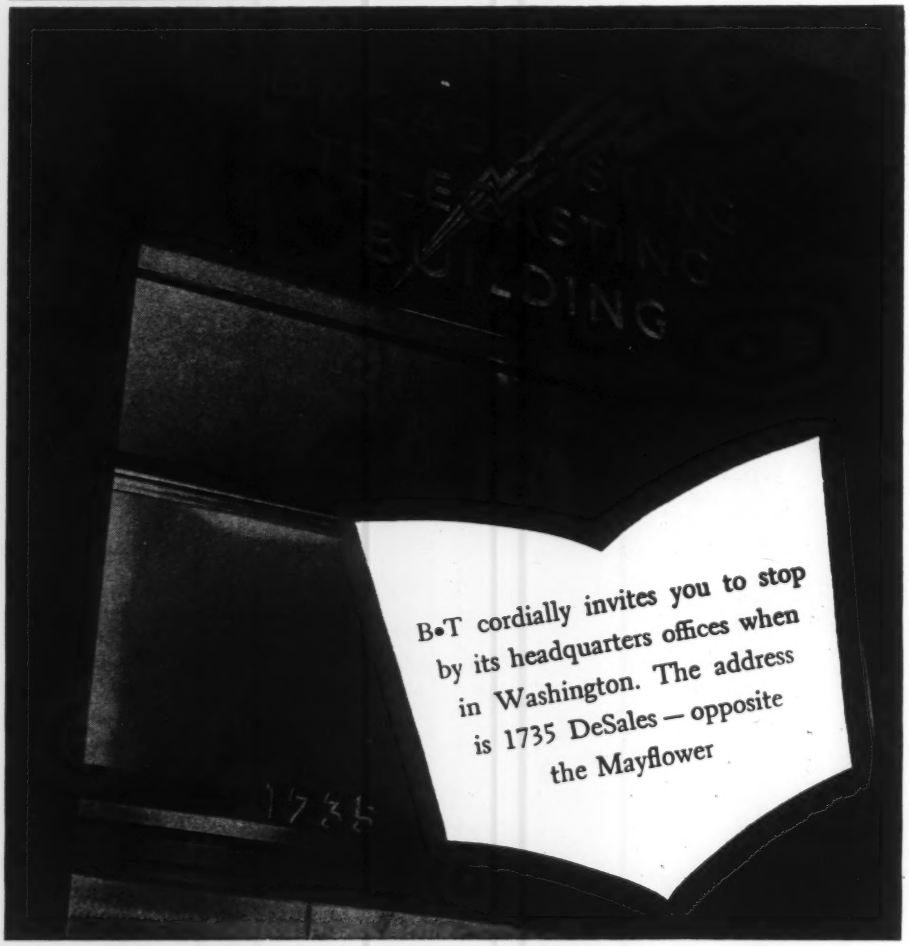
"We introduced Eddie today, and if our listeners enjoyed his music as I did, 'He's Sold'!"

Fred Staples
WCRE, Cheraw, S. C.

sesac

"the best music in America"

475 Fifth Avenue New York 17


B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735

IN PUBLIC INTEREST

To Aid Sunday School Week

ARTHUR HULL HAYES, president, CBS Radio; Gordon Gray, vice president, MBS and general manager, WOR-AM-TV New York; Robert Lewine, vice president in charge of programming and talent, ABC-TV; actor Ernest Borgnine and tv actress Eleanor Powell, have been elected to serve on a special radio-tv-stage committee for the 12th annual National Sunday School Week, April 9-15. National chairman of the NSSW is Henry G. Riter III, president, Thomas A. Edison Inc., New York, and chairman of the National Assn. of Mfrs. Sponsor is the Layman's National Committee.

KNOE-TV Delivers Midwinter Watermelon

LAST MONTH a viewer of KNOE-TV Monroe, La., called the station's program director Harry Arthur and told him that her aged father was suffering from leukemia and had a burning desire for a piece of watermelon, or even watermelon juice. The station aired an announcement explaining the situation, without mentioning names or ailments, and within a few minutes over 200 people who represented three different states had called in saying they were loaded with watermelon . . . even in the middle of winter.

KTIL, KPOJ Fight Floods Together

BROTHERHOOD among radio stations was proven further by cooperation of KTIL Tillamook, Ore., and KPOJ Portland during the disastrous floods which besieged the Northwest. During the height of the floods, when all Tillamook was surrounded by water, Station Manager Tom Hoover of KTIL found his station without any wire services, though still on the air. He telephoned KPOJ Program Director Jack Moys in Portland and asked permission to take KPOJ's *Today's News* program off fm and broadcast it by am. Not only did KPOJ grant the request, but the station made all its news broadcasts available to KTIL.

WTCM, WPBN-TV Aid Storm Victims

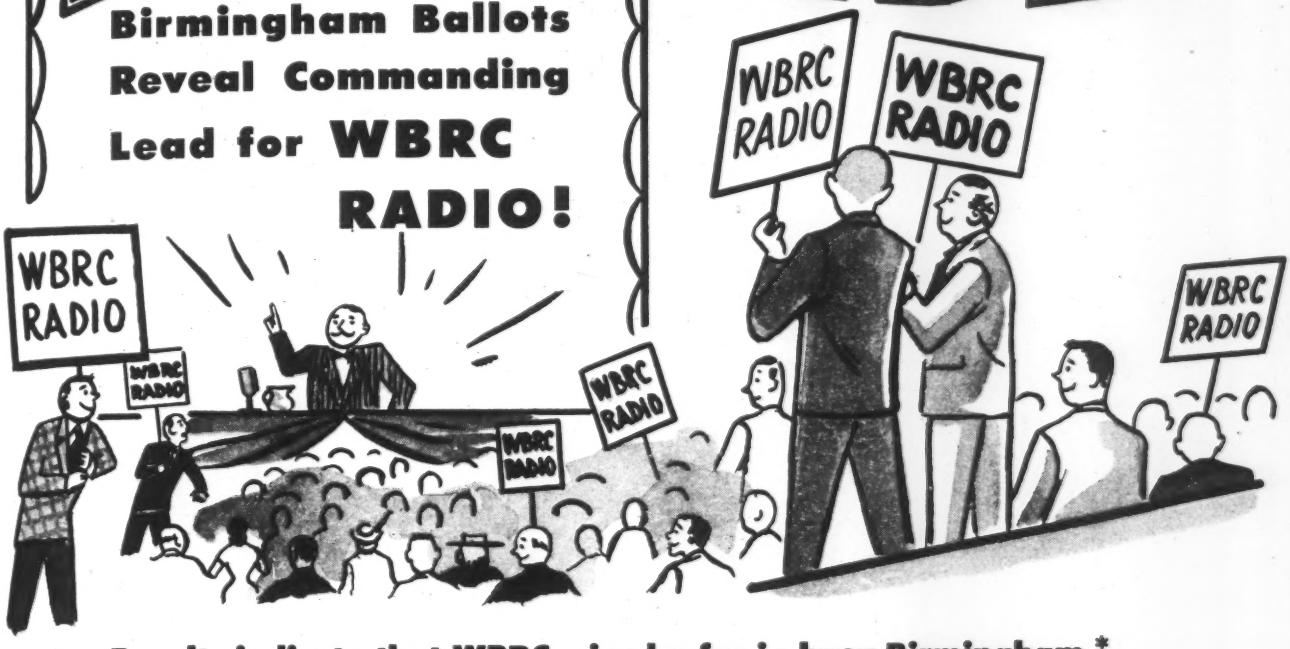
A SUDDEN ice storm which blanketed northern Michigan caught four busloads of high school students on extremely dangerous roads, but tragedy was averted, thanks to Traverse City stations WTCM, WPBN-TV, both owned by the Midwestern Broadcasting Co. The students were on their way to a basketball game in Ludington, some 100 miles from Traverse City, when the storm struck and quickly became severe. The stations contacted the state police. Police supplied escorts and sanding trucks for the busses. WTCM, WPBN-TV interrupted programs every fifteen minutes to report the progress of the cavalcade.

WOV Aids Italy

AN INTENSIVE emergency drive has been launched by bi-lingual WOV New York to insure prompt and steady flow of food packages to families in Italian areas stricken by severe winter storms. Officials said that appeals are being broadcast in Italian every hour urging listeners to ship food packages to friends and relatives throughout Italy and Sicily. For non-Italians, WOV is supplying names of families to whom parcels may be sent. Listeners who report to WOV on such package mailings will be represented on a scroll to be presented to Italian government relief authorities when the crisis is over.

LANDSLIDE!

Birmingham Ballots Reveal Commanding Lead for WBRC RADIO!



Results indicate that WBRC wins by far in busy Birmingham.*

WBRC leads with *all 15 top daytime quarter-hours!* (Monday through Friday.)

WBRC leads with *8 of the top 10* programs available for local sale! (Monday through Friday.)

WBRC leads the nearest competitor by 61% *in the morning!* (Monday through Friday).

WBRC leads the second choice by 63% *in the afternoon!* (Monday through Friday.)

WBRC leads the second place station by 55% *in the evening!* (Sunday through Saturday.)

WBRC has 72% more quarter-hour firsts than all other Birmingham radio stations *combined!*

WBRC is THE station for reaching the Busy Birmingham market.

*Source: C. E. Hooper, Inc., Birmingham Hooperating, October through November, 1955.

WBRC

960 KC **CBS RADIO NETWORK** **960 KC**

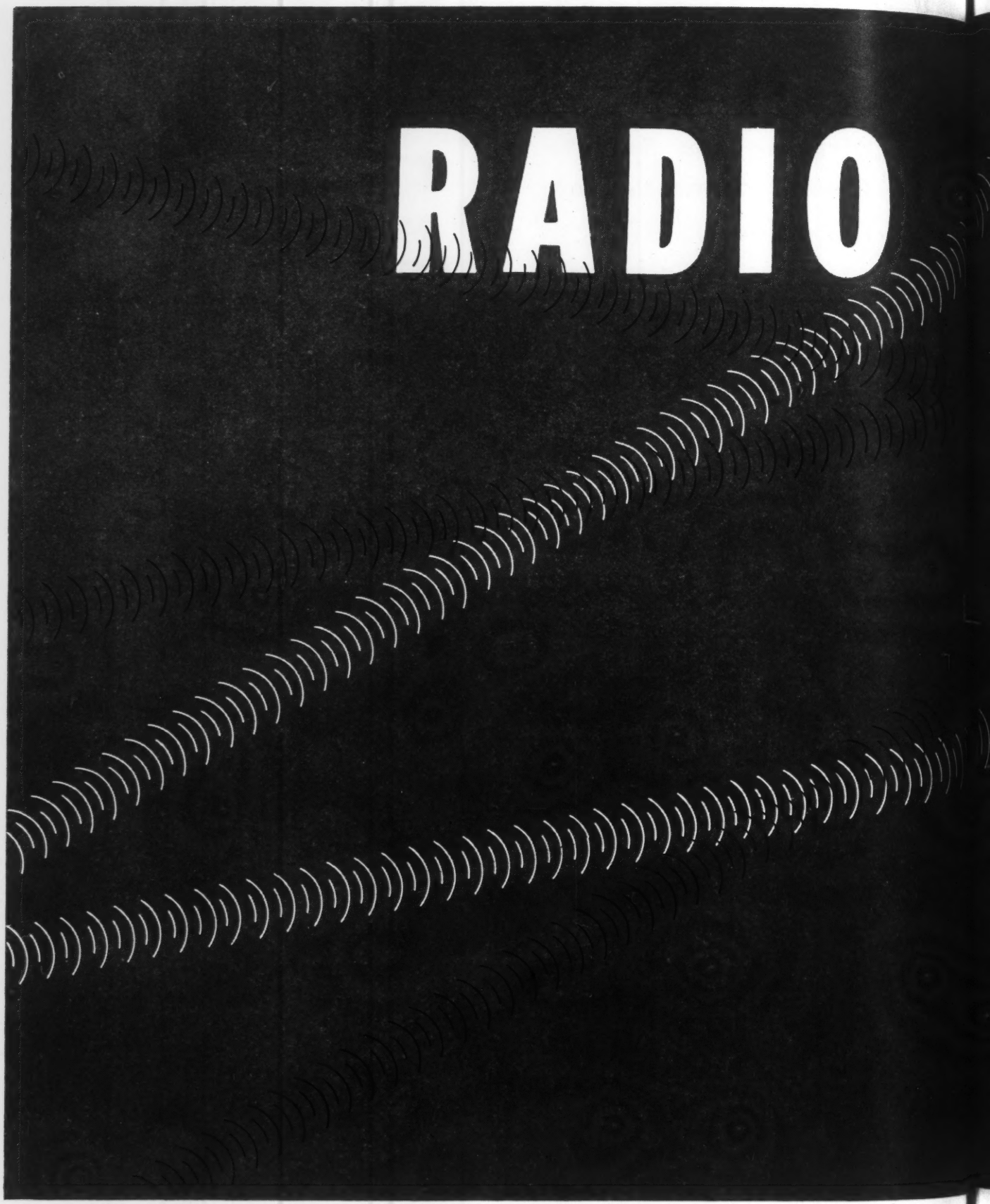
STORER NATIONAL SALES HEADQUARTERS
Tom Harker, V. P.,
National Sales Director
Bob Wood, National Sales Manager
118 E. 57th Street, New York,
MUrray Hill 8-8630

A STORER STATION

Paul Evans,
Midwest Sales Manager
230 N. Michigan Ave., Chicago.
FRanklin 2-6498
Gayle V. Grubb, V. P.,
West Coast Sales Manager
111 Sutter St., San Francisco.
SUtter 1-3631

Represented Nationally by THE KATZ AGENCY

RADIO



IS SOUND

B•T's 1956 Yearbook-Marketbook*, radio's one volume reference library, just out, says:

> Vigorous selling and revitalized programming combined last year to pull radio out of its 1954 dip. Combined net time sales of the country's radio stations and networks amounted to $455,649,000, according to B•T's estimate, more than $4 million ahead of the 1954 combined net . . . and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

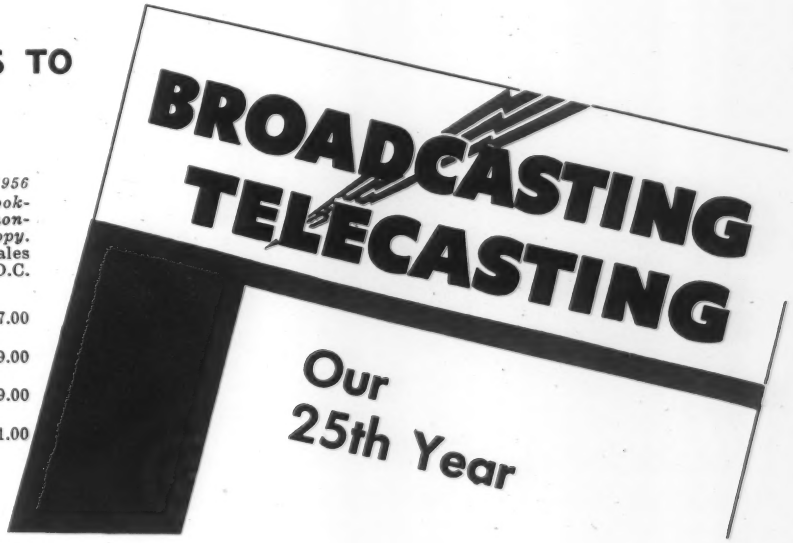
Obviously, a great number of advertisers regard radio as a sound investment. What about listeners?

EVERYBODY LISTENS. The average family spends 2.19 hours daily listening. 1955 production of radios, 14,894,695 sets, reached the highest point since 1948; this is 4.5 million sets above the 1954 output. Since 1946, 98 million home radios and 41 million car radios have been purchased. The number of car radios alone in use today far exceeds the total circulation of all U. S. morning daily newspapers.

Radio is advertising and show business and journalism, and indeed, something more than all of these. Most qualified observers believe that radio for 1956 will continue the gains of 1955. How? By intelligent sales effort, largely at the Main Street level, directed not against other stations, but *for* radio's sound appeal.

For detailed news of this activity, informed people in and out of radio regularly turn to B•T, the news weekly for radio and television.

EVERYBODY LISTENS TO



** A limited number of 1956 BROADCASTING Yearbook-Marketbooks is available to non-subscribers at $3.00 a copy.* Order direct from B•T, DeSales St., N.W., Washington 6, D.C.

Annual subscription rates:

- 52 weekly issues ..... $ 7.00
- 52 weekly issues and *Radio* Yearbook 9.00
- 52 weekly issues and *Tv* Yearbook 9.00
- 52 weekly issues and both Yearbooks 11.00

PULSE Says WPTF Is Also A

Home Town HERO

More North Carolinians listen to WPTF than to any other station, BUT what about the listeners right in metropolitan Raleigh . . . WPTF's home bailiwick? Is it possible to program for a state-wide audience and still keep 'em happy at home? Here's the latest weekly Cumulative PULSE Audience Report on Wake County. More proof that WPTF is the Number One Salesman in the South's Number One State.

% OF TOTAL RADIO HOMES REACHED BY EACH STATION

	6 AM-12 Noon	12 Noon -6 PM	6 PM-6 AM	Total Week
WPTF	70.4	74.6	81.1	92.7
Station A	48.4	50.4	48.2	77.4
Station B	29.6	48.4	50.4	76.6
Station C	42.2	53.4	38.2	72.1
Station D	17.9	16.5	*	30.2
Station E	20.2	19.9	*	29.9
Station F	6.7	5.1	5.1	11.4
Station G	3.2	3.0	2.0	5.1

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

WPTF NCS Coverage Map

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Free & Peters National Representatives

MARKET DATA*

	NCS Coverage		NCS Coverage
Population	2,940,700	Food Sales	$428,452,000
Families	690,200	General Merchandise Sales	248,926,000
Radio Families	672,945	Furniture-House-Radio Sales	107,054,000
Net Effective Buying Income	$2,737,392,000	Automotive Sales	407,991,000
Retail Sales	1,933,439,000	Drug Sales	54,304,000
		Gross Farm Income	847,300,000

*Source: Sales Management Survey of Buying Power, May 10, 1955.

BROADCASTING TELECASTING

March 5, 1956 Vol. 50, No. 10

IKE'S DECLARATION SETS OFF POLITICAL TIME FREE-FOR-ALL

- **President chooses radio-tv to explain his position**
- **Democrats immediately demand equal time to answer**
- **It's beginning of months of trouble for broadcasters**

EIGHT grim months of political broadcasting loomed at the weekend, with television and radio caught between the two political parties and the equal-time requirements of the FCC and the Communications Act.

As the campaigning got away to a quarrelsome start last week, it became obvious that tv and radio will serve as the primary means of influencing voters. This will be especially true in the case of President Eisenhower, who has flatly rejected whistle-stopping.

The reason for the emphasis on electronics, especially tv: Campaigners have a 100 million potential tv audience when they go on the air (40 million sets by convention time), according to Sig Mickelson, CBS news-public affairs vice president (page 32).

All networks, and most of their stations, carried President Eisenhower's historic news conference and address to the nation last Wednesday. As a result the networks found their moral integrity challenged by the Democrats because they adhered to legal and FCC tenets.

Developments moved swiftly and charges were met by counter-charges as the President's decision to stand for a second term was handled by broadcasters as a major news development.

The equal-time nemesis arose Thursday when Paul M. Butler, chairman of the Democratic National Committee, and F. Joseph Donahue, campaign manager for Sen. Estes Kefauver (D-Tenn.), asked ABC, CBS, NBC and Mutual for a chance to reply to the President's speech, claiming it was political in nature. Mr. Butler said he wanted "equal facilities for the Democratic party" in accordance with "established procedures."

When the requests were rejected by all networks, Mr. Butler promptly came back with a second request "in the name of fair play." He contended the networks were morally obligated to grant the time and pointedly hinted that if he didn't get it, Congress (controlled by Democrats) might want to change the law "to assure fair treatment to both major political parties."

At the weekend these key trends and developments were observed on the political scene:

• Sen. Lyndon Johnson (D-Tex.), majority leader, introduced a bill requiring broadcasters to provide presidential and vice presidential candidates of major parties with equal facilities. It has the approval of party leaders on both sides (page 84).

• Sen. Richard L. Neuberger (D-Ore.), introduced a bill for government financing of political time on radio-tv (page 84).

• Radio and tv served both as media of immediacy and as the President's personal contact with the people as he announced willingness to run at his news conference, and as he explained why and how in a 16-minute broadcast.

(As many as 70 million persons are estimated to have heard the President's address.)

• Networks dropped huge sums as they juggled schedules on short notice to keep the nation informed of Wednesday's momentous developments.

• Democratic Chairman Butler called for revision of Sec. 315 and urged newspapers to adopt the radio-tv technique of giving both sides equal chance to tell their story (page 85). That happened Wednesday noon before the hassle developed over reply time following the President's network address.

• GOP Chairman Leonard W. Hall announced Thursday the party will wage an "electronic age" campaign.

Chairman Hall said the Republicans total budget for the Republican National Committee and the Congressional committees would run about $7 million, of which $2 million will be devoted to tv and radio. He displayed charts showing proposed blanketing of all sections of the country by electronic media before the November election.

The tv shows will include several appearances by President Eisenhower but the President may also make "several quick trips" to key sections. A special organization will be set up in Chicago to handle the campaign in the farm belt. Cabinet members, except Secretary of State Dulles, will hit the campaign trail in the autumn. Mr. Hall predicted Vice President Nixon will be the President's running mate.

President Eisenhower said in his Wednesday night radio-tv address that he would not "engage in extensive traveling and in whistle-stop speaking—normally referred to as barnstorming." He said he would reach the American people "through means of mass communication."

At the Wednesday morning news conference he announced his decision to stand for a second term following countless requests by newsmen for him to state his desires on the matter. Having met their request, he answered very few questions. Instead he promised to give the answers in his broadcast. Thus radio-tv were first to tell the world about his decision to stand for renomination, with word going out over net-

THE CAMPAIGN BY RADIO AND TELEVISION BEGINS

THE PRESIDENT turned to radio and tv to convey his reasons and conditions for running for re-election. The President's announcement that he would conduct his campaign largely by use of "mass communications" was regarded as historic. Some observers thought his decision would have been more difficult if broadcasting—especially television—had not been available.

WHY TV HAS BECOME A POLITICAL FORCE

THE REASONS for television's importance in contemporary political campaigns and its likely influence in changing historical campaign patterns were described last Friday by Sig Mickelson, CBS Inc. vice president in charge of news and public affairs. Here is a condensed text of Mr. Mickelson's address at the annual Journalism Institute of the U. of Wisconsin at Madison:

SOME months ago I began to think of election years as the years of the blue shirt. Of course, the blue shirt is not a product of television, but it is one manifestation of the great part that television will play in the 1956 election year.

To understand television's role in 1956, you must start with the story of its incredible growth.

There was television during the summer of 1948 when both political parties held their conventions in Philadelphia, but it was minuscule compared to its present status. In 1948 there were barely more than 400,000 television homes in the entire U. S. In 1952, at the time of the conventions, the 400,000 had become 18,700,000 television homes. In 1956 it is estimated that the figures will run somewhere between 36 and 40 million.

The growth in the number of stations which will be able to carry broadcasts from the convention sites this summer is just as spectacular. In the summer of 1948 there were only 15 stations on the air which were able to carry the signal from Philadelphia. In 1952 this figure had risen to 107. In 1956 the total will be 396.

Back in the primitive year of 1948 there were only seven cities which were interconnected by AT&T cable and thus, in only those seven cities were viewers able to see any part of the convention proceedings. In 1952 the seven had grown to 62 cities which were similarly interconnected. But in 1956 the figure will rise to 233.

This gives you a picture of the growth of television's potential as a political force since 1948, but I think you should take particular note of the growth just since 1952, which I suppose many people regard as the ultimate year in the interconnection between politics and television. Although 1952 was a great year for television, there will be approximately twice as many television homes in 1956. There will be nearly four times as many stations able to carry the convention signals, and there will be nearly four times as many cities into which the signal will be able to go.

It really isn't any wonder that the persons in charge of planning for the political conventions and the campaigns to follow this year are not underestimating the power that television will wield.

The statistics show that some 55 million persons saw some part of one or the other of the 1952 conventions. At the peak point, between 10:30 and 11:00 p.m. on the night of Friday, July 25, during the third ballot of the Democratic national convention well in excess of 10,000,000 homes were tuned in to the proceedings. This represents more than 25 million persons.

This gives some indication of what we can expect in 1956. With twice the number of homes equipped with television sets this summer, we should be able to expect twice the impact of 1952. Perhaps more than twice the impact, because this year the signal will go into both large and small cities, not concentrated along the principal cable lines but scattered in all parts of the country. This may easily mean that at some key moment some 100 million persons will be looking in simultaneously at convention proceedings—the most fantastic audience ever assembled.

There will undoubtedly be some changes in convention procedures this summer. The Republicans, for example, are promising us there will only be one session daily—that from 2 to 7 p.m. San Francisco time (11 a.m. to 7 p.m. the first day), which, of course, translated into terms of New York time, is 5 to 10 p.m.—incidentally, the peak hours of television viewing. The Democrats are promising a program of streamlining which will make their convention move more swiftly and which will eliminate many of the proceedings which repel viewers rather than attract them.

The Agency and the Producer

Many of these changes are worth a very careful look because they may have a profound effect upon one important element of American democracy—the machinery for nominating and electing a President. There are additional changes in prospect, worth close examination because of their potential influence on the processes of selection of candidates.

One of these is the ascendancy of the advertising agency into a position of substantial importance in the whole electoral process. The second is the rise of the personal producer, the man who advises the candidate on radio and television performances and is always at his side to see that he is lighted, photographed and made up in the right way.

The third prospective change is the short campaign, limited now to something less than two months, perhaps to approximately six weeks duration. This will undoubtedly mean tremendous emphasis on television. It may mean the virtual end of the great American institution, the campaign train, and full reliance on the airplane. It could, of course, mean that the famous backporch campaign will really come into its own because only now is it really feasible.

A fourth is the tailoring of conventions for television

work and station facilities a few seconds after the morning conference was over.

All networks, in turning down the original requests of Chairman Butler and Sen. Kefauver for reply time, couched their answers in substantially the same language to the two individuals. The letters from the networks based their refusals on two points: they would allot equal time to contending candidates for the nomination of the same party, but not to a different party, as in this case; President Eisenhower's talk was carried as a matter of public interest, and similarly, significant talks by Democratic leaders would be presented.

Robert W. Sarnoff, president of NBC, wrote Mr. Butler that NBC makes its facilities available to political leaders from time to time as a matter of public interest. He said the network carried the President's address because it was "a news event of unusual national importance." He pointed out that NBC attempts to maintain "fair balance" between representatives of the major parties, and in this connection, mentioned that NBC had provided free time to Adlai Stevenson on two recent occasions.

Robert E. Kintner, president of ABC, turned down the Democratic request with this wire: "We regret to inform you it is our decision that we are neither legally nor morally obligated to allocate time . . . ABC has followed and will continue a program of balanced and full presentation of various political points of view."

In declining the requests, John B. Poor, executive vice president of Mutual, said MBS had carried the President's address as "a special news feature in the public interest." Under the circumstances, he added, there is "no obligation on the part of the network to furnish equal time."

Mr. Mickelson pointed out the policy of CBS Radio and CBS-TV "to give equal facilities to contending candidates for the nomination of the same party." In accordance with this policy, he said, both Sen. Kefauver and Mr. Stevenson have been on CBS Radio and CBS-TV. He said the network attempts to "keep an overall balance between Republican and Democratic viewpoints at all times."

In his second request for time to reply to the President, Mr. Butler said: (1) the address was political and the President spoke as a candidate, outlining his program; (2) his request for time was based not on legal but on moral responsibilities of networks to treat both parties the same; (3) the network denials set a precedent "that the President can campaign free of charge from now to the convention;" (4) some network officials are asking relaxation of equal time laws on the ground they can be trusted to act fairly, and he deems the denials unfair; (5) if the networks persist in their position, "I feel confident" Congress will study the problem and take steps it deems necessary to assure fair treatment; (6) Congress intended broadcasters should serve all the people, not merely the party in control of the executive branch, and (7) millions

viewing—a tailoring which would eliminate the supposedly duller elements but which might also serve to sweep some of the evidences of dissidence and discord under the rug.

What about these potential changes? Are they for good or bad? Will they mean the White House hereafter will be occupied by the most sincere-appearing actor, backed up by the strongest, most creative advertising agency, or will they simply mean that the average voter is provided with better standards of judgment of strong candidates and weak candidates?

The fact is that political campaigning is becoming so complex, what with the tremendous increase in importance of television, that it probably would be totally impossible for a political party to function adequately without the strong support of a competent advertising agency.

Timebuying is not necessarily mysterious but it is complicated, and no other instrument but an advertising agency has personnel which is experienced and skilled in this particular operation. Even the local candidate will have his troubles buying time, but on a national basis it seems to me that it is virtually impossible to function without the support of an agency.

MR. MICKELSON

Apart from timebuying, there are the growing complexities of television production. A candidate simply has neither the time nor the experience to cope with the problems of camera positions, audio pickup, direction, lighting and, where necessary, set design, not to mention program scripting and construction, film integration, research and, for that matter, reading a stopwatch well enough to get on and off the air at the right time. Nor can such matters be handled by amateurs, if the candidate is going to look his best, sound his best, and deliver his message with the maximum impact.

The dangers of hucksterism rampant will undoubtedly be there. But there is one key quality which can keep the agency and the personal producer in their proper place. That key factor is integrity. So long as there is integrity among candidates, among political parties, among advertising agencies, among television experts and among the voting public it should be possible to control the machinery of campaigning 1956 style.

And here television can play an important role. Television itself has given every indication that it will reveal the integrity or the lack of it among the candidates. So far, it appears that television has succeeded for the most part in unmasking the villains and providing a vehicle for the honest.

The third potential change, the reduction of the length of campaigns, seems to have such obvious advantages that we can universally approve it. But the fourth—the evolution of the convention itself—should be marked by some danger signals.

It is my firm opinion that the convention system should be maintained as the best and most logical method of nominating candidates for the Presidency. As a matter of fact, with the ubiquitous eye of the television camera cutting through the fog and smoke of the convention floor, penetrating through keyholes and over transoms into smoke-filled rooms, popping up unexpectedly in the caucus room, and weaving the whole business of the convention together with thoughtful, intelligent and well-informed correspondents, the day of the nomination by a few willful men is at an end.

As a matter of fact, it is quite possible that a direct primary could be more easily rigged than a single convention.

This does not mean, however, that the convention system should be left precisely as it has been. The size should undoubtedly be cut to reduce the number of the throngs milling around on the floor, and some of the non-essential formalities from the past should be wiped out.

Keeping Conventions Honest

The most important element, however, is to keep the conventions honest. Television would have no interest in covering a national convention if it were to be scheduled solely as a show, if it were not to be an honest effort on the part of a political party seeking publicly to select its best candidate for the Presidency. We would be violently opposed to having the political parties enforce rules against demonstrations, phony as many of them really are. Similarly, we think it would be a serious error to rule out the polling of the delegations or to try to poll delegations only behind closed doors. The polling of a delegation is part of the democratic process and that process should be kept out in the open where it can be seen by the public.

We would encourage cutting down on the number and the length of the nominating speeches but it would be an unforgivable error if a delegate were not to have a clear right to challenge the report of the credentials committee or the platform committee from the convention floor.

The arrangements committees are undoubtedly right in seeking to streamline the conventions, but at that point where streamlining becomes a convenient method of sweeping the unfavorable elements under the rug or locking up the actual convention business behind a sealed door, streamlining should be vigorously opposed.

We who represent the television industry in the production of news and public affairs programs in this case are simply serving as the eyes and ears of the public. We are looking forward to a great summer—the summer of the blue shirt—which will be filled with the excitement and interest of an election year and which will, at the same time, bring the practical business of American politics closer and more graphically to more citizens than ever before.

are deprived of the right to hear from their opposition leadership in answer to the President.

Radio and tv film coverage of the President's news conference Wednesday was speeded to broadcasters when James Hagerty, Presidential news secretary, cleared the audio and visual versions in a little over a half-hour.

NBC had Peter Hackes, newsman, on West Executive Ave. beside the Executive Office with a mobile unit. After relaying the flash, Ray Scherer, commentator, joined him with a running account of the news conference on NBC-TV. Richard Harkness handled radio to New York from a microphone outside the news conference room. The *Ernie Kovac Show* on NBC-TV and *Weekday* radio program carried the flash and commentaries.

NBC-TV carried the film account of the conference starting at 12:30 p.m., claiming a beat.

CBS had Charles Von Fremd on radio and tv with a flash at 10:52 a.m., after the news conference. Eric Sevareid, Griffing Bancroft and Bill Shadel worked from the corridor. The network had Len Cautela stationed with Adlai Stevenson at the Savoy Plaza Hotel, New York, where Mr. Stevenson heard the Von Fremd flash on a radio set. After the President's evening talk to the nation, CBS-TV carried a 40-minute series of clips and commentaries handled by Douglas Edwards.

ABC tipped off its news staff by having an open mike in the corridor outside the press room, with the opening doors and rush for telephones as a signal. Bryson Rash, John Edwards, Martin Agronsky and Edward P. Morgan gave a 17-minute account that included a switch to the Senate Radio Gallery where Richard Rendell interviewed legislators. Albert Warner supplied commentary from the studio. ABC carried the radio tape of the conference at 1 p.m., and Mr. Rash fed a filmed version when the tv network opened at 3 p.m.

ABC Radio carried a special program from 7:30-7:55 p.m. on Wednesday, covering reaction to the President's decision around the world. The program was sponsored by Harris-Upham & Co., New York investment company, through Lewin, Williams & Saylor, New York. Included were reports from Washington, Paris, London, Los Angeles, Chicago and New York.

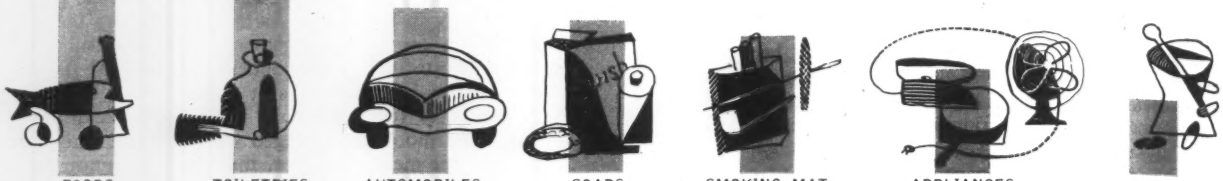
Mutual presented a special broadcast Wednesday (11:30-11:45 a.m.) in which Mutual chief correspondent Robert Hurleigh explained newsmen's reaction to the news conference. From 3:30-4 p.m. MBS broadcast a transcribed recording of the conference.

NBC and CBS pre-empted commercial tv time to carry the President's talk, starting at 10 p.m. ABC rearranged its tv schedule shifting its sponsored boxing bouts telecast usually carried at 10 p.m. to 10:30 p.m. EST. It was estimated that CBS-TV's cancellation of *The United States Steel Hour* (Wed., 10-11 p.m. EST alternate weeks) would cost the network

(Continues on page 84)

THE TOP 7 ON NETWORK TV

The gross time purchases of network advertisers in each of these product classifications were more than $10 million in 1955. Together, the seven categories accounted for $344,141,415 of the total $406,899,059 spent for tv network time last year.



TV NETWORK BUYS AND BUYERS

PROCTER & GAMBLE, the top buyer of network tv time last year, purchased at gross rates, before discounts, $33,822,228 in time in 1955, or more than $10 million over its 1954 network tv allocation.

The big money in network tv last year came from national advertisers of foods, toiletries, automobiles, soaps and tobacco, ranked in that order. Reflecting these purchases is the makeup of the top 10 tv network clients for 1955, based upon the compilation of gross billings prepared by the Publishers Information Bureau.

Colgate-Palmolive, which spends most of its network tv ad dollars for toiletries products and some for soap, was second in line in the tv market, checking out with $18,698,318, an increase of about $4.6 million over the previous year. Gillette Co., also big in toiletries tv advertising, added about $4.2 million, while Lever Bros. (toiletries as well as foods and soap in tv advertising) was up $7.2 million.

In the automotive field, Chrysler

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING DECEMBER AND FULL YEAR 1955, COMPARED TO 1954

	December 1955	Full Year 1955	December 1954	Full Year 1954
Agriculture & Farming	$ 32,300	$ 134,577	$	$ 141,250
Apparel, Footwear & Access.	233,799	2,828,170	284,506	3,235,718
Automotive, Auto Equip. & Access.	5,399,187	47,059,360	3,387,602	29,203,750
Aviation, Aviation Access. & Equip.	10,492	133,947	.....	.....
Beer, Wine & Liquor	752,858	7,588,396	769,448	6,980,809
Bldg. Materials, Equip. & Fixtures	98,088	1,860,776	4,118	1,121,774
Confectionery & Soft Drinks	1,172,417	8,113,792	763,403	6,179,307
Consumer Services	34,080	1,173,357	103,909	1,297,433
Drugs & Remedies	2,591,934	23,280,306	1,999,614	15,848,666
Entertainment & Amusements	.....	13,141	.....	16,210
Food & Food Products	7,254,841	79,988,578	6,689,648	64,495,785
Gasoline, Lubricants & Other Fuels	517,225	4,994,750	544,980	3,988,141
Horticulture	35,268	146,978	.....	23,406
Household Equip. & Supplies	2,870,470	31,548,849	2,755,701	26,403,009
Household Furnishings	230,261	2,570,634	364,150	4,031,046
Industrial Materials	941,889	7,507,334	691,743	6,600,320
Insurance	380,811	2,219,079	233,208	1,765,272
Jewelry, Optical Goods & Cameras	510,032	4,834,779	553,651	3,178,091
Office Equip., Stationery & Writing Supplies	718,923	5,921,867	748,767	5,556,031
Political	.....	.....	.....	323,986
Publishing & Media	34,295	708,621	20,940	217,393
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	616,765	8,096,483	787,921	8,595,186
Retail Stores & Direct by Mail	.....	10,392	.....	42,345
Smoking Materials	3,869,086	42,121,762	3,928,697	42,727,939
Soaps, Cleansers & Polishes	4,431,586	45,967,555	3,295,545	34,606,678
Sporting Goods & Toys	184,694	697,408	30,423	120,645
Toiletries & Toilet Goods	6,190,022	74,175,005	5,357,306	49,962,588
Travel, Hotels & Resorts	43,830	508,140	37,140	839,270
Miscellaneous	243,464	2,695,023	207,920	2,652,226
TOTALS	$39,398,617	$406,899,059	$33,560,340	$320,154,274

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING DECEMBER 1955

Ralston-Purina Co.	$ 32,300
Cluett, Peabody & Co.	106,779
Chrysler Corp.	2,077,988
General Dynamics Corp.	10,492
Jos. Schlitz Brewing Co.	238,755
Johns-Manville Corp.	52,050
The Coca-Cola Co.	385,967
Western Union Tel. Co.	34,080
American Home Prods.	1,187,700
General Foods Corp.	1,324,430
Gulf Oil Corp.	215,821
Florist's Telegraph Delivery Assn.	35,268
General Electric Co.	507,479
Armstrong Cork Co.	141,950
Aluminum Co. of America	222,876
Prudential Insurance Co. of America	253,080
Eastman Kodak Co.	167,250
W. A. Sheaffer Pen Co.	358,191
Crowell-Collier Pub. Co.	19,500
Admiral Corp.	198,495
R. J. Reynolds Tobacco	1,254,708
Procter & Gamble Co.	2,888,507
Lionel Corp.	60,318
Gillette Co.	1,121,476
Pan-Am. World Airways	43,830
Armour & Co.	62,780

Corp. nearly doubled its 1954 expenditure for network tv, for a more than $17.2 million total that placed the firm in third place, and General Motors Corp. spent $5.7 million more, a total of $14 million, netting it the fifth spot behind Gillette. R. J. Reynolds Tobacco and American Tobacco Co. once again were the tobacco industry's blue-chip network tv advertisers, Reynolds investing about $400,000 and American about $1.2 million above their 1954 expenditures.

In foods, General Foods and General Mills upped their spending on the medium, General Foods by some $4.1 million and General Mills by $1.8 million.

Record spending by the top national tv clients carried into December, the second month (the first being October 1955) that nine of the 10 spent $1 million or more. GM and Chrysler together that month surpassed the big $3,131,267 in network tv time purchases of Procter & Gamble. Their total came to more than $3.9 million. The select $1 million, or more, group in December 1954 was made up of six advertisers compared to last winter's nine. The 10th advertiser, General Mills, came within $92,000-plus of the $1 million level.

Tv network gross time sales in 1955 totaled $406,899,059, more than a $86.7 million increase over the previous year.

Top Ten Tv Network Clients in Full Year 1955

1. Procter & Gamble	$33,822,228
2. Colgate-Palmolive	18,698,318
3. Chrysler	17,272,769
4. Gillette	15,740,246
5. General Motors	14,077,573
6. General Foods	13,839,211
7. R. J. Reynolds Tob.	12,230,666
8. American Tobacco	10,703,825
9. General Mills	9,456,259
10. Lever Bros.	9,444,752

Top Ten Tv Network Advertisers in December 1955

1. Procter & Gamble	$3,131,267
2. Chrysler	2,077,988
3. General Motors	1,912,532
4. Colgate-Palmolive	1,521,179
5. General Foods	1,324,430
6. R. J. Reynolds Tob.	1,254,708
7. American Home Prods.	1,232,629
8. Gillette	1,230,676
9. American Tobacco	1,031,103
10. General Mills	907,131

BBDO, NBC-TV PLAN 'COLORTOWN' STUDY

A JOINT color tv study, financed by NBC and BBDO, New York, to be known as the "Colortown" project [AT DEADLINE, Feb. 27] was announced officially last Monday by Hugh M. Beville Jr., NBC vice president of planning and research, and Ben Gedalecia, director of research, BBDO. The "Colortown" project will be conducted by Advertest Research.

Culminating a year's preparatory work, "Colortown" will be a continuing poject. Current plans call for two surveys a year with a "probability sample" panel of 4,000 families. The panel already has been selected and the first interviews completed.

Mr. Gedalecia, said that "the first study will begin to take on significance only in light of the results of the second or third survey."

"Within the next few years earmarked for color television's most rapid expansion, we believe that 'Colortown,' which will enable us to chart the growth and analyze the impact of the medium, will be of invaluable benefit to the future growth of color," Mr. Beville explained.

The survey work, under the immediate guidance of Dr. Thomas Coffin for NBC and Mrs. (Teddy) Anderson for BBDO, is being supervised by Seymour Smith and Richard Bruskin, directors of Advertest Research.

Results of the first study, originally slated for release last week, are not being disclosed pending further study.

Barton's Ad Criteria: Short Copy, Big Pictures

FOR DECADES, Bruce Barton, chairman of BBDO and dean of American advertising men, has called for "shorter copy" in advertising. Last week he revised this admonition: "Make pictures bigger and copy shorter," he said at a Washington Ad Club luncheon.

Television is making people picture conscious, Mr. Barton said. A new generation is growing up which knows no other advertising medium but pictures.

Mr. Barton prophesied that the next decade would be, barring war, the most exciting and rewarding in advertising history. He pegged this estimate on rising population (high birthrate, older people living longer), rising productivity (new industries not even known 10 years ago are now an important part of many manufacturing companies), the full employment philosophy of both major political parties, and finally what he called "pyramid building" (rebuilding "horse and buggy" cities, highways, schools, hospitals, etc.).

In discussing television, Mr. Barton said BBDO was now spending more than one-third of its $162.5 million billings in the visual medium—"yet we're spending more money than ever in newspapers, magazines, billboards, direct mail, etc.," he added [B•T, Feb. 27].

Four Buy Participations In 'Film Festival' Shows

FOUR national advertisers have signed for 93 participations in ABC-TV's two *Film Festival* shows, Slocum Chapin, ABC-TV vice president in charge of sales announced Wednesday. Effective with yesterday's *Famous Film Festival,* (Sun., 7:30-9 p.m. EST), Dow Chemical Co. (Saran Wrap), Midland, Mich., signed for six spots through MacManus, John & Adams, New York; Evinrude Motors, Milwaukee, has bought seven participations starting April 8 (except for the April 22 program) through Cramer-Krasselt Co., Milwaukee.

For the daily *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST), Sterling Drug Co., New York, began a 13-week, 32-participotion campaign for Bayer's aspirin last Tuesday and will launch a nine-week, 20-participation campaign for Philip's Milk of Magnesia on March 27. Both products are handled through Dancer-Fitzgerald-Sample, New York. The other afternoon sponsor signed last month was Coats & Clark's Sales Corp., New York, which Feb. 20 began an eight-week, 28-participation campaign on behalf of its Crown slide zippers. Agency is Kenyon & Eckhardt, New York.

Advertising Faults Discussed by Kobak

IN DISCUSSING advertising shortcomings, Edgar Kobak, business consultant to advertisers and station owner, said last week that a current tendency of some large advertisers to demand rebates from their agencies is "nothing short of chiseling."

Mr. Kobak, speaking Tuesday at an Assn. of Advertising Men & Women's lecture period in New York City said that "deals are unhealthy—for the people making them as well as for the industry as a whole." He expressed alarm at what he saw as a resurgence of the "house agency," saying networks and stations as well as other media groups would do better in doing business with agencies which have "no stake in the client" other than due commission.

Other "bad tendencies" pointed out by Mr. Kobak included:

- That of claiming too much in advertising copy: "To undersell is in your favor, since the consumer will, in many cases, come back to you and say how good your product *really* is."
- That of imitation: "Anybody can imitate another copywriter's idea. Not enough agencies try to do it better. . . ."
- That of spending too little time listening and seeing: "Clients will approve a budget, a piece of copy, a program, but strangely, they no longer seem to pay attention to the finished product. They're too busy doing other things to look over their investment."
- That of premium advertising in *all* media; bait advertising in broadcasting: "I am glad to see at least one advertiser (Ralston Purina Co.) tell its customers, 'all we have to sell is a *good* product'."

Mr. Kobak, whose own credits include ownership of WTWA Thompson, Ga., and past presidency of Advertising Research Foundation, urged people in the advertising business to underplay credits: "They mean nothing. The best credit you can get in media selling is that paycheck. Don't ever let the other fellow know you sold him anything. Let him feel he *bought* something."

West-Marquis Plans Offices In Chicago, New York, Texas

WEST-MARQUIS INC., veteran west coast agency, plans to open offices in Chicago and New York and another one in either Dallas or Houston, it was announced last week by President John R. West. No dates have been set.

Now in its 20th year at Los Angeles, the agency also has branches in San Francisco and Seattle.

"Although many eastern agencies have opened west coast branches, West-Marquis becomes one of the first large western agencies to reverse this pattern," Mr. West said.

Promoting from within the ranks, the agency plans to make use of members of its present staff to manage the new offices. Headquarters will remain at 1220 Wilshire Blvd., Los Angeles.

PRESTIGE SEEN AS PROFIT IN COLOR TV ADVERTISING

Twenty different advertisers now spend more than $45 million a year in medium, mainly to create position of leadership, NBC's Richard A. R. Pinkham says in address before Boston Advertising Club.

TWENTY different advertisers are spending more than $45 million a year in color tv, mainly to create for them "a position of prestige and leadership which may profit them more in the long run than the immediate sale of the product."

This summary of dollar activity by color tv advertisers was offered last week by Richard A. R. Pinkham, NBC vice president in charge of television network programs. He spoke before the Boston Advertising Club.

Mr. Pinkham said that color has appeal to advertisers who seek support of their distribution effort as well as the advertising impact on the public. Explaining, Mr. Pinkham said that these companies set up district sales meetings to coincide with the showing of their color shows, or they set up special closed-circuit color tv presentations of their ad campaigns.

He noted that the number of color tv sets in use "is still limited" and that the figure at the end of this year may reach about 300,000, but by 1957, the total "will surpass a million and by 1960, 12 million."

Mr. Pinkham said the $45 million is being spent in color tv because compatible color can be seen in black-and-white and because they "stand to gain extensive experience in color production," particularly in commercials.

Next fall, NBC-TV will have available color kinescope equipment—a lenticular film process which breaks down the color image electronically and then records on special film for processing and readiness for broadcast within three hours—permitting the network's full color schedule "to go through the west coast at the same clock hour as in the East despite the time difference of three hours," he said.

For the advertiser, color adds costs ranging from a low of 2% to a high of 15% for an average increase of 10%, Mr. Pinkham said, adding: "This extra cost for color is moderate, it seems to us, when compared to a premium of around 50% charged for four color pages in magazines." He continued:

"Still it *is* more money and it will demand a higher television budget on the part of most advertisers. We think this money will be easily available because when television is completely in color, present criteria for measuring advertising effectiveness will be obsolete, including ratings . . . the trip hammer impact of commercials in color is something no rating service can even begin to reflect. Color provides an emotional stimulus and a vastly increased brand recognition factor that is like a shot of adrenalin to sales."

Mr. Pinkham estimated that tv earns about 12½% of the total advertising dollar as compared with 7% in 1952. He said "informed sources" see the figure rising to at least 25% "for a total advertising expenditure of over $3 billion for television by 1965."

Some of this money will come from other media and some from new advertisers who never used tv before "because it did not offer color," he predicted.

'Andre the Analyst' Gives Lowdown on Agency People

WHAT sort of people does their handwriting show advertising men and women to be? Last week, "Andre the Analyst" told all. As a whole, said Andre, they are "extremists . . . quick tempered, idealistic, suspicious. They have more phobias than most people, more inferiority complexes. But they have more ego, less virtue."

"Andre the Analyst" based his conclusions on an examination of hundreds of handwriting samples from the advertising gentry. In a slogan contest conducted by Westinghouse Broadcasting Co.'s WOWO Fort Wayne, Ind., each entrant was offered a personal character analysis based on his handwriting. At a luncheon for newsmen last Wednesday in New York, WBC trotted out Andre and had him tell what he found. With obvious delight, Andre broke his findings down according to executive level:

Vice presidents—"They are natural reasoners, who rarely make up their minds hastily on important matters," said Andre, who reported he had examined 421 handwriting specimens of agency vice presidents. He found them "pretty prudent . . . cautious . . . wise." But he also found signs of confusion and suspicion—"it could be the expense account problem." Moreover, he said, "36% of these vice presidents' handwritings indicate that this group never wholly makes up its mind about when to stop acting and start living. For example, these men are not capable of deciding whether or not to have the third Martini. The bartender has to." He also reported—almost gleefully, it seemed—certain regional differences: "New York vice presidents indicate more refinement. Chicago vice presidents are more thrifty, while vice presidents in Houston and, to a greater degree, in Los Angeles, show an unquenchable thirst for washroom gossip."

Account executives—Andre said about 57% of those he studied are "live-wire types" who "get things done, probably over the dead bodies of timebuyers and clients' advertising managers. This group thinks up schemes. They are particularly adept at employing every legitimate—and illegitimate—psychological device to achieve an end. Only a few, about 6%, showed a very sensitive nature. Many indicated that they were masters of good repartee, and a generous amount of sarcasm. Many showed themselves as masters of exaggeration. Many are skillful at evasion. . . ." He was smiling as he said it.

Timebuyers—Less dynamic, these, but with "a wealth of spontaniety, initiative, courage. Good mixers. Good story tellers. Better cursers than any other group in the business. Sometimes good gamblers." Andre was bewildered by the amount of spiritual conflict he found in this category. Of 647 specimens, he said, 36% are "tough, bourbon-and-water types." While another third have "deep seated spiritual sentiments."

Advertising managers of non-agency companies—Andre was a bit cautious here. He said he had studied 409 ad managers' handwritings but his report dealt only with "certain of these men." Of these he said: "This man is a minority personified. He walks around the office backward so he won't have to face an issue. On occasion he feels his executive oats and writes a stern memo to the advertising agency. Then, after he has signed his name, he goes out and gets drunk. This man hopes some day to become a legend. His major gripe is the account executive who directs the agency's Christmas present to the company president rather than to him."

And who is this "Andre the Analyst" who knows so much? Andre, WBC officials confessed afterward, is really Guy Harris, program director of WOWO. They hastened to add, however, that in addition to being one of WBC's top station program chiefs he is also, on a sideline basis, a professional graphologist, or handwriting analyst. It turns out that he takes in handwriting on the side and apparently does a thriving business at something like a buck per submission. Brave fellow, too. Obviously.

Shopping Via Electronics Not Far Off, Pinkham Says

WHAT is the "perfect sales tool"? Color tv, says Richard A. R. Pinkham, NBC vice president, but with a qualification: "To me the perfect sales tool will be in your hands when it becomes possible for the customer to order your product electronically from his living room immediately after watching your commercial."

Mr. Pinkham also told his Boston Advertising Club audience last week that this day was not too far in the future. He referred to "Centercasting," an electronic system which permits the viewer to order a product after watching the commercial simply by pressing a button, and at the same time express his likes or dislikes of program or commercial also by using the buttons. This system—developed by New York consultant Dr. Alfred N. Goldsmith but as yet not financed—also would provide for an instantaneous and accurate count of the number of sets across the country which are tuned in to each program. Under the system, it is necessary to install little electronic boxes, actually transmitters, for sending out tiny radio signals in code from tv sets to a central receiver.

Color Tv May 'Entice' Retailers, Says Settel

COLOR TV may "entice" more retailers to the tv medium because of its very character in permitting display of "fabrics, textures, shades and tones which will help sell merchandise."

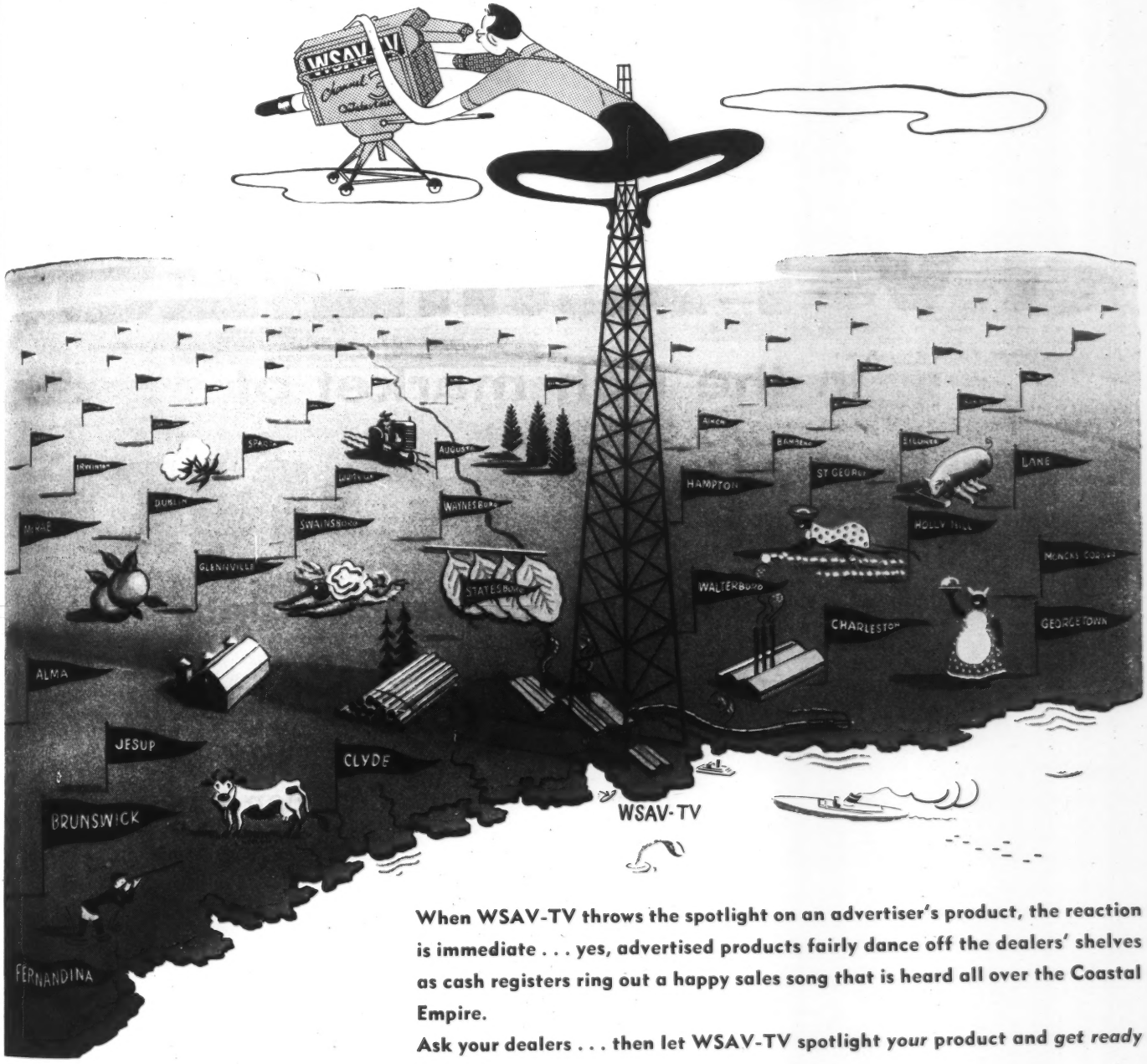
This conclusion is contained in an article entitled, "Why Retailers Bypass Television," written by Irving Settel, tv sales promotion consultant and television instructor at Pace College, and published in the current *Journal of Retailing*, published quarterly by the New York U. School of Retailing.

Mr. Settel, noting that manufacturers now are redesigning their packages "in the knowledge that color television will greatly affect retail sales," said that color's effect on selling and purchasing across retail counters "means bigger business via the medium of television." He continued:

"Many retailers believe that this increased business should stimulate more cooperative advertising, with manufacturers assuming a large part of the retailers' television budget. Perhaps here lies the answer to some of the retailers' problems."

In reference to radio, however, Mr. Settel indicated that retailers at present still prefer this medium over tv because "radio advertising was much cheaper and frequently just as effective as television for every dollar spent."

Lights Camera Action



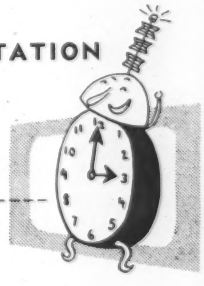
When WSAV-TV throws the spotlight on an advertiser's product, the reaction is immediate . . . yes, advertised products fairly dance off the dealers' shelves as cash registers ring out a happy sales song that is heard all over the Coastal Empire.

Ask your dealers . . . then let WSAV-TV spotlight *your* product and *get ready for action.*

CLEARLY . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah

WSAV-TV



NBC CHANNEL THREE

Represented by **HOAG-BLAIR** Offices in: New York and Chicago
Represented by **BLAIR-TV** Offices in: Detroit, Boston, San Francisco, Dallas, St. Louis, Jacksonville, Los Angeles & Seattle

415,835
TV FAMILIES
in the rich market of
RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

CHANNEL 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

Wanamaker Buy Brings 'Window' Sales to Four

JOHN WANAMAKER, a leading department store in Philadelphia, last week signed for a *Window* program on WRCV-TV, the NBC-owned station in the Quaker city, for 13 weeks, effective March 19.

This new sponsorship brought the total of stores backing the five-minute, shopping news shows telecast in color, to four, according to Charles R. Denny, vice president in charge of NBC-owned stations and NBC Spot Sales. The renewal of Bergdorf Goodman (women's fashions and specialty department store) for two weeks on WRCA-TV New York also has been announced.

The Wanamaker *Window* will be slotted 2:55-3 p.m. EST on Monday, Tuesday, Thursday and Friday, with the Wednesday show set at 2:25-2:30 p.m. EST. The station's "weather girl," Judy Lee, will be the hostess. Agency is Richard A. Foley Adv., Philadelphia. The Hecht Co., department store, Washington, D. C., sponsors *Window* on WRC-TV Washington. Gimbel Bros. sponsors *Window* on WRCA-TV.

Bergdorf-Goodman initially purchased the five-minute, color program Feb. 13 on an experimental basis to determine tv's ability to sell high fashions and special merchandise.

According to WRCA-TV, Bergdorf Goodman's management "was especially pleased at receiving customer inquiries about an item which had been displayed, but not specifically mentioned . . . on one of the *Window* programs."

H&R Seminar April 3

HILTON & RIGGIO, New York agency, last week set April 3 for its third annual seminar on new product introduction. Among the speakers slated are George Abrams, vice president in charge of advertising, Revlon Products Corp.; Royal Little, chairman, Textron American Inc.; Edwin De Mesquita, vice president, American Safety Razor Co.

LATEST RATINGS

ARB

Top 10 Network Tv Programs, Feb. 1-7

		Rating
1.	$64,000 Question (CBS)	57.0
2.	Ed Sullivan (CBS)	54.9
3.	I Love Lucy (CBS)	52.5
4.	You Bet Your Life (NBC)	46.8
5.	Perry Como (NBC)	44.2
6.	December Bride (CBS)	40.0
	Disneyland (ABC)	40.0
	I've Got a Secret (CBS)	40.0
9.	Big Surprise (NBC)	39.0
10.	Godfrey's Talent Scouts (CBS)	38.1

		Viewers
1.	Ed Sullivan (CBS)	52,800,000
2.	Perry Como (NBC)	45,450,000
3.	$64,000 Question (CBS)	44,830,000
4.	I Love Lucy (CBS)	41,060,000
5.	Disneyland (ABC)	40,370,000
6.	You Bet Your Life (NBC)	38,840,000
7.	Big Surprise (NBC)	32,640,000
8.	George Gobel (NBC)	32,040,000
9.	December Bride (CBS)	31,540,000
10.	Dragnet (NBC)	31,390,000

Copyright by American Research Bureau

NIELSEN

Top Television Programs
Two Weeks Ending Feb. 4
Number of Tv Homes Reached (000)

† Total Audience

Rank		Rating
1.	I Love Lucy (CBS)	18,638
2.	64,000 Dollar Question (CBS)	17,936
3.	Disneyland (ABC)	17,164
4.	Ed Sullivan Show (CBS)	16,462
5.	Sunday Spectacular (NBC)	15,514
6.	Perry Como Show (NBC)	14,812
7.	You Bet Your Life (NBC)	14,426
8.	December Bride (CBS)	14,286
9.	Dragnet (NBC)	14,145
10.	G. E. Theatre (CBS)	13,233

‡ Average Audience

Rank		Rating
1.	I Love Lucy (CBS)	17,901
2.	64,000 Dollar Question (CBS)	16,883
3.	Disneyland (ABC)	14,847
4.	You Bet Your Life (NBC)	13,619
5.	Ed Sullivan Show (CBS)	13,549
6.	December Bride (CBS)	13,478
	Dragnet (NBC)	13,478
8.	The Millionaire (CBS)	12,215
9.	Perry Como Show (NBC)	12,145
10.	G. E. Theatre (CBS)	12,004

Percent of Tv Homes Reached*

† Total Audience

Rank		Rating
1.	I Love Lucy (CBS)	54.9
2.	64,000 Dollar Question (CBS)	53.2
3.	Disneyland (ABC)	50.6
4.	Ed Sullivan Show (CBS)	49.4
5.	Sunday Spectacular (NBC)	45.5
6.	Perry Como Show (NBC)	44.6
7.	December Bride (CBS)	42.4
8.	You Bet Your Life (NBC)	42.2
9.	Dragnet (NBC)	41.1
10.	G. E. Theatre (CBS)	39.7

‡ Average Audience

Rank		Rating
1.	I Love Lucy (CBS)	52.7
2.	64,000 Dollar Question (CBS)	50.0
3.	Disneyland (ABC)	43.7
4.	Ed Sullivan Show (CBS)	40.6
5.	December Bride (CBS)	40.0
6.	You Bet Your Life (NBC)	39.9
7.	Dragnet (NBC)	39.2
8.	The Millionaire (CBS)	36.8
9.	Perry Como Show (NBC)	36.6
10.	G. E. Theatre (CBS)	36.0

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP 10 PROGRAMS
Feb. 1-7, 1956

	Name of Program	Cities	Homes %
1.	The $64,000 Question (CBS)	163	36.3
2.	George Gobel (NBC)	164	34.5
3.	Dragnet (NBC)	167	33.1
4.	Ed Sullivan Show (CBS)	149	32.5
5.	Climax (CBS)	131	32.2
6.	I Love Lucy (CBS)	155	31.3
7.	Bob Hope (NBC)	159	30.8
8.	Disneyland (ABC)	181	30.2
9.	Red Skelton (CBS)	92	30.1
10.	Perry Como (NBC)	118	29.9

		Cities	Tv Homes (000's)
1.	The $64,000 Question (CBS)	163	13,552
2.	George Gobel (NBC)	164	12,267
3.	Dragnet (NBC)	167	11,949
4.	Ed Sullivan Show (CBS)	149	11,771
5.	Disneyland (ABC)	181	11,591
6.	I Love Lucy (CBS)	155	11,089
7.	Bob Hope (NBC)	159	10,852
8.	Climax (CBS)	131	10,711
9.	The Honeymooners (CBS)	156	10,564
10.	You Bet Your Life (NBC)	156	10,520

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Puppy Contest Makes Ipana Smile

THESE are "dog days" (but happy days) on television for the Bristol-Myers Co., New York.

For the five Thursdays preceding Feb. 23, Bristol-Myers, on behalf of Ipana, conducted a "Name the Puppy" contest as part of its sponsorship of a 15-minute segment of ABC-TV's *Mickey Mouse Club*, (Thurs., 5-6 p.m. EST). To the surprise of B-M, the contest created such enthusiasm that entries were expected to attain the six figure mark by the contest deadline.

Richard K. Van Nostrand, B-M's advertising manager, was "amazed" by the flood of returns, saying he had expected about one-half of the entries, and adds:

"This is by far one of the most successful contests we have ever run for Ipana."

Recently Bristol-Myers suggested to its agency, Doherty, Clifford, Steers & Shenfield, New York, that a contest for Ipana be run on *Mickey Mouse Club*. Agency officials hit upon "a boy and his dog" motif, reasoning that youngsters (girls as well as boys) love dogs.

The task of crystallizing this concept fell to the Ipana account group at DCS&S, headed by Joel Jacobson, vice president and supervisor, and John Kennedy, account executive. They huddled in several "brainstorming" sessions and came up with a "Name the Puppy" contest.

On each Ipana segment of *Mickey Mouse Club* (5:30-5:45 p.m. EST), DCS&S runs a film commercial of Lady, star of Walt Disney's cartoon feature, "Lady and the Tramp." Viewers are asked to submit a one-word name for a male puppy that looks like Lady. The only other requirement for entering the contest was to enclose an Ipana carton of any size.

The magnet of the contest, according to DCS&S officials, was that it is simple and offered prizes that children cherish: 100 cocker spaniel male puppies.

Following the end of the contest on Feb. 29, the Reuben H. Donnelly Corp., New York, has been examining all entries to select the winners. They will receive health certificates and American Kennel Club registration and pedigree papers, along with their eight-weeks old pups. Any child, if he so desires, may choose the alternate prize of a Schwinn bicycle.

B-M officials feel it is too early to pinpoint the exact impact of the contest on Ipana sales, but reasonably believe that some of the expected contestants were sold through "puppy-love."

Mrs. Tucker's Plans Expansion

ANDERSON, CLAYTON & Co. (Mrs. Tucker's foods), Dallas, announced Thursday that as part of its large-scale expansion in the packaged foods field, it would change the name of its Mrs. Tucker's products division to Anderson, Clayton & Co. Foods Div.

Anderson, Clayton & Co., reportedly the world's largest merchandiser of cotton and processor of edible oil products with $750 million annual sales, also announced it had appointed three new agencies to handle several, as yet unannounced, food products. They are: Paris & Peart, New York, D'Arcy Adv. and McCann-Erickson, both Dallas. Crook Adv., Dallas, will continue to handle Mrs. Tucker's shortening, salad oil and Meadolake margarine.

Harrell Mulls Job Offers

CHARLES HARRELL, who resigned as supervisor of television productions at Lennen & Newell, New York, after publication of a speech he made at a Guild Films forum [B•T, Feb. 13], last week was reportedly considering several job offers. He was expected to announce a decision soon.

Mr. Harrell's speech, delivered at a career-planning forum sponsored by the film company at New York U., was presented in text form in B•T under the title, "Man on a Gray Flannel Couch."

COFFEE | IN LOS ANGELES RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

RADIO INDEX—NETWORK PLUS SPOT

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Hills Bros. (N. W. Ayer)	—	3	31	52
2.	Folger (Raymond R. Morgan)	—	1	24	49
3.	Iris (Mogge-Privett)	—	1	33	21
4.	Butternut (Buchanan-Thomas)	—	1	18	13
5.	Yuban (Benton & Bowles)	—	2	10	10
6.	Schilling (Beaumont & Hohman)	—	1	9	7
7.	Perfect Host (Barton A. Stebbins)	—	1	1	1
7.	Huggins Young (Glasser-Gailey)	—	1	1	1

TELEVISION INDEX—NETWORK PLUS SPOT

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	3	3	14⅓	205
	Maxwell Instant	2	3	13	199
	Maxwell Regular	1	1	1⅓	6
2.	Hills Bros. (N. W. Ayer)	—	3	21	112
2.	Nestle Instant (McCann-Erickson)	—	4	19	112
4.	Folger Instant (Brooke, Smith, French & Dorrance)	—	2	32	104
5.	Sanka Instant (Young & Rubicam)	1	1	1⅓	37
6.	Butternut (Buchanan-Thomas)	—	3	23	36
7.	M. J. B. (Batten, Barton, Durstine & Osborn)	—	2	10	34
8.	Chase & Sanborn Instant (Compton)	2	2	3	28
9.	Nescafe (Bryan Houston)	1	1	2⅔	20
10.	Yuban (Benton & Bowles)	—	3	6	14
11.	Buisman (Hixon-Jorgensen)	—	1	3	12
12.	Perfect Host (Barton A. Stebbins)	—	1	2	9
13.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	2	3

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Jan. 1-7, 1956.

Sabin Forms Adv. Agency

ROBERT L. SABIN, vice president and sales manager, WKNY Kingston, N. Y., has resigned to form his own advertising agency, effective May 1. The agency will be located in Kingston and will be called the Sabin Adv. Agency. Mr. Sabin reports 11 local accounts signed.

AGENCY APPOINTMENTS

Mennen Co. (toiletries), Morristown, N. J., appoints Grey Adv., N. Y., as agency for Mennen Hair Creme, effective April 1. Account currently serviced by Kenyon & Eckhardt, N. Y.

British Overseas Airways Corp., London and N. Y., appoints Pemberton, Freeman, Bennett & Milne Ltd., Toronto, for U. S. and Canadian advertising, effective April 1. PFB&M is affiliated with Victor A. Bennett Co., N. Y., and Alfred Pemberton Ltd. and Robert Freeman Co., both London. Account is currently being serviced by Foote, Cone & Belding, N. Y.

American & Foreign Power Co. (electricity), N. Y., appoints Godwin Adv. Agency, Jackson, Miss.-New Orleans. Godwin has opened offices in Singer Bldg. Annex, N. Y., to service account.

FOUR FROM B-B-T JOIN JOS. SCHLITZ

John Toigo among quartet from agency that take new posts with Milwaukee firm.

FOUR key executives previously with Biow-Beirn-Toigo (now The Biow Co.), New York, including John Toigo, agency partner and executive vice president, have been appointed to top posts at Jos. Schlitz Brewing Co.

Mr. Toigo, was named marketing director, thus ending frequent reports he would leave Biow-Beirn-Toigo for another position after that agency's resignation of the Schlitz account. Schlitz later appointed J. Walter Thompson to handle the account [B•T, Jan. 30, 23].

Other key appointments include Robert F. Branch, former B-B-T vice president, as director of market plans; Louis S. Berger, B-B-T vice president and media director, as director of media and market research, and Richard Steenberg, B-B-T account supervisor, as advertising manager. All will headquarter in Milwaukee, Schlitz operating base. Their appointments were effective Thursday.

Herbert E. Palaith will continue as merchandising director under Mr. Toigo and Francis Smawley as assistant advertising manager.

Dan B. Miner Agency Adds Four Persons to Its Staff

DAN B. MINER CO., Los Angeles agency, has added four persons to its staff in line with its expansion program.

S. James Andrews, assistant to the president in charge of tv at Maxon Inc., N. Y., has joined Miner as associate radio and television director.

Charles J. Neugebauer, of Botsford, Constantine & Gardner, Seattle, has joined the Miner copy staff.

Richard P. Lytle, account executive at Stiller-Rouse & Assoc., Beverly Hills, has joined Miner as a member of the agency's account service and copy staff, and new Miner production manager is Al Schoenfield, formerly at Stiller-Rouse, Neal Adv. Assoc., Erwin, Wasey and Co., and Honig-Cooper, Los Angeles.

SPOT NEW BUSINESS

Aluminum Co. of America, Pittsburgh, for its new Alcoa Wrap (aluminum foil) is using spot campaign—radio and television—starting at varying dates, March 5, 12, and 19. Television spots being run in approximately 24 markets and radio spots in nearly half-dozen. Contract will run two to six weeks, depending on market. In addition firm is using its network show, *Alcoa Hour*, Sundays on NBC-TV, to promote new product. Agency for Alcoa Wrap is Ketchum, MacLeod & Grove, Pittsburgh.

Procter & Gamble, Cincinnati, for new shampoo to be handled by Biow Co., N. Y., will use radio-tv test campaign starting early this spring.

Dormeyer Inc. (electrical kitchen appliances), Chicago, has assigned Product Services, N. Y., special 30-day tv spot test campaign for its Mix-Well mixers in five major U. S. markets, starting next month. Agency for Dormeyer is John W. Shaw Adv., Chicago.

Leonard W. Besinger, developer-builder of Meadowdale, Ill., community, has appropriated $100,000 for tv advertising, plus unspecified

budget for Chicago film series, according to announcement of Olumstad Adv. Agency, Chicago, which handles account.

Regal Shoe Mfg. Co., Whitman, Mass., launching in mid-March limited one-minute radio spot campaign in two New England and three Southern metropolitan markets, for total of 10 stations. Agency is Doyle Dane Bernbach, N. Y.

Blatz Brewing Co., Milwaukee, buying spot radio in six markets through Kenyon & Eckhardt Inc. Markets are Kiwanee, Canton and Galesburg, all Ill.; Grand Island and Kearney, Neb., and Asheville, N. C.

NETWORK NEW BUSINESS

M. Hoffman & Co. Inc. (Dubbleware work clothes, sportswear), Boston, signed by Yankee Network for sponsorship of five-minute weathercasts, twice weekly. Agency is Alfred Black Co., Boston.

Carrier Corp. (air conditioners), Syracuse, N. Y., will make tv commercial debut this spring with series of 73-76 station participations in NBC-TV's *Home* and *Today*. Agency is N. W. Ayer & Son, Phila. Firm will add supplementary stations to cover hot climate areas.

Helen Curtis Industries Inc. (toiletries), and **Mogen David Wine Corp.,** both Chicago, have begun alternate week sponsorship of ABC-TV's *Dollar a Second* (Fri., 9-9:30 p.m. EST). Agency for both is Weiss & Geller, Chicago.

A&A PEOPLE

John C. Simmons, Dallas, Tex., vice president of Ruthrauff & Ryan, and account executive for Dr. Pepper, appointed national advertising manager of Dr. Pepper Co., Dallas.

Tom Swan, formerly with BBDO, Pittsburgh, to William Esty Co., N. Y., as account executive on Colgate-Palmolive.

Ted Outlaw, salesman, WFBC-AM-FM-TV Greenville, S. C., has opened Ted Outlaw Adv. Agency on fourth floor of Insurance Bldg., Greenville. Other officers are **Chester P. Ferguson,** vice president, and **Mrs. Loraine T. Outlaw,** secretary-treasurer.

MR. OUTLAW

John M. Van Horson, account supervisor, Harry B. Cohen, N. Y., to Bryan Houston, N. Y., as vice president.

Daniel G. Evans, Whitlock-Swigart Inc. Adv. in New Orleans, appointed vice president and account executive. He formerly was on WDSU-TV New Orleans commercial staff.

R. David Kimble, director of local sales and service for Radio Advertising Bureau, N. Y., to Grey Adv., N. Y., as associate account executive. He has also been with NBC's Central Div. and WBBM Chicago.

MR. KIMBLE

Roland H. Cramer, vice president and account supervisor, Young & Rubicam, N. Y., to Ruthrauff & Ryan's Toronto office as vice president and account supervisor on Lever Bros. of Canada; **Albert V. Lowe,** supervisor of advertising and sales promotion, General Electric Co., Bloomfield, N. J., to R&R's N. Y. office as account executive on GE air conditioning division. **Alex G. Pappas,** account executive in R&R Dallas office, named manager.

How to Make Them Remember Your Tv Commercial

WHAT MAKES a brand name remembered or forgotten after a product is shown in a tv commercial?

Schwerin Research Corp., New York, which pre-tests tv commercials, has come up with these comments on "brand name recall":

A package must be shown long enough and in the proper size. Viewer identification can often be boosted by showing the name as a legend. A "sound practice" is to show the package early in the commercial. Show the product first and then demonstrate its features rather than the reverse.

The length of time the product should be shown depends on "previous familiarity" and on the brand name's "intrinsic mnemonic merit." As translated by Schwerin, the latter term touches upon the name's complexity, its associated values and the extent to which it expresses some product feature, among other things.

Size of the name must be adjudged by "the nature of the package and the visibility of the lettering." If it takes squinting to read the label or if it is otherwise not familiar or distinctive, a good bet is to show the name as a legend at the same time the product is on the screen.

In any event, Schwerin finds it best to show the package early in the commercial, even when the name is easy to establish, since the procedure permits an easier tie-up with copy points.

Schwerin has capsuled a study of three 10-second commercials for an unidentified drug product. All three used slides without any live action. The product was little known, did not have a photogenic package and was new to tv.

The first commercial showed only the package—the brand name was remembered by only 26% shortly after the showing. The second commercial used shots of a sad non-user and then a happy user before the package itself was displayed—this got a better identification, 38%. The third commercial, in which the brand name appeared on a placard and also on the package, correct recall was double (53%) that of the first commercial.

Schwerin also listed some do's and don'ts in connection with this study: Package should be placed or held so that the name is easy to read; sometimes the "zooming in" technique aids name registration; be careful in superimposing legends over the product—too much of this lowers brand name recall, and in connection with this, legends placed next to the package too much of the time results in the viewer failing to get a visual impression of the brand alone.

George L. Young, onetime general manager, WPGH Pittsburgh, Pa., to Lang, Fisher & Stashower Inc., Cleveland, Ohio, agency, as radio-tv timebuyer.

Louis Meisel, account executive, Hilton & Riggio and Dowd, Redfield & Johnstone, both N. Y., to Willsted & Shacter, N. Y., as an account supervisor and member of plans board. He will direct expanded tv and radio department.

Edward H. Meyer and **Charles A. Winchester** named account supervisors on Procter & Gamble at The Biow Co., N. Y.

Grover Silliman, formerly with The Biow Co., N. Y., to Ogilvy, Benson & Mather, N. Y., as account executive.

John Morrissey, account executive, J. Walter Thompson Co., S. F. office, to Chicago office, on Schlitz account.

Leonard F. Thornton, previously with media department of Young & Rubicam Inc., appointed media director of Grant Adv. Inc., Chicago office. **Jack D. De Vaun,** formerly with McFarland, Aveyard & Co., Chicago, to Grant copywriting department.

Ed Henderson, art director, Kenyon & Eckhardt, N. Y., appointed art supervisor. **Warren Perryman,** art director, Ketchum, MacLeod & Grove, N. Y., to Kenyon & Eckhardt, N. Y., in same capacity. **Eleanor Gallo,** appointed business manager, media department, Kenyon & Eckhardt, N. Y.

Donald W. Severn, manager, station relations, The Biow Co., N. Y., to Ted Bates, N. Y., as manager of media relations.

Donald M. Franz, tv production assistant, Campbell-Mithun Inc., Chicago, promoted to tv producer.

Robert Ingalls, senior copywriter, W. B. Doner & Co., Chicago, to copy department of Grant Adv. Inc., same city, and **Henry R. Perry,** print buyer at Leo Burnett Co., to Grant's production department.

Newton C. Cunningham, associate director of plans-merchandising, N. W. Ayer, Phila., to N. Y. office on Philip Morris account.

Sol Katz, former special projects director of Geyer Inc.'s research department, N. Y., to assistant research director, Donahue & Coe, N. Y.

Stafford Mantz, NBC-TV sales department, to contact department, Young & Rubicam, N. Y.

Charles G. Mortimer, president of General Foods Corp., White Plains, N. Y., and past head of Assn. of National Advertisers and Advertising Council, to receive honorary degree of Doctor of Laws from Long Island U., Brooklyn, N. Y.

A&A SHORTS

Mitchell, Murray & Horn, S. F., announces opening of office at 251 Kearny St., Suite 302. New firm is partnership of Sonny Mitchell, former radio-tv director, Fred Gray & Assoc., S. F.; Conn Murray, former publicity director for same firm, and Robert Horn, former account executive for Raymond I. Lang, S. F.

Grey Adv., N. Y., has rented additional space at 545 Madison Ave., for its research and media departments, effective April 1. Other Grey offices remain at 430 Park Ave.

Leo Burnett Co., Chicago, will channel $550,000 of its 1955 earnings into profit-sharing trust for employes. About 470 of company's 630 em-

ployes in Chicago, N. Y. and L. A., belong to trust, which has reported total assets of $3 million.

Sidney J. Wain, N. Y., public relations firm, retained by The Biow Co., N. Y.

Colgate-Palmolive Co., Jersey City, N. J., now in new offices in Colgate-Palmolive Bldg., 300 Park Ave., N. Y. 22.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 6 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 20, 27).

Mar. 10 (7:-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 17, 24, 31).

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars,* "The Flattering Word," Chrysler Corp, through McCann-Erickson.

NBC-TV

Mar. 5-9 (3-4 p.m.) *Matinee,* participating sponsors (also March 15-16, 19-23, 26-30).

Mar. 5-9 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 12-16, 19-23, 26-30).

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 8, 20, 22).

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 12 (11 a.m.-12 noon) *Home,* insert at approximately 11:45-12, participating sponsors

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Mar. 14 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector and Procter & Gamble Co. through Benton & Bowles on alternate weeks (also March 21).

Mar. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

WARNER FILMS BOUGHT FOR $21 MILLION; LARGEST LIBRARY YET FOR TELEVISION

PRM, Canadian-American investment company, completes deal for 2,350 sound and silent features and cartoons. Approximately 50% will be released initially to video medium with others slated for varied uses. All were made prior to 1948 season.

IN THE largest sale of a motion picture library to television, Warner Bros. Pictures Inc. last Thursday signed a contract with PRM Inc., Canadian-American investment company, under which PRM will pay $21 million for the motion picture company's library of 750 sound feature films, 100 silent features and 1,500 assorted cartoons and short subjects produced before 1948.

The joint announcement of the transaction was made from Wilmington, Del., where the contract was signed by Louis Chessler, board chairman of PRM Inc., and Jack L. Warner, vice president of Warner Bros. Associated with Mr. Chessler as an investor is Eliot Hyman, president of Associated Artist Productions, New York.

The transaction follows protracted negotiations conducted by Mr. Hyman for PRM and Ben Kalmenson, executive vice president of Warner Bros. Mr. Hyman reported that PRM acquires "complete rights" to the films, including "copyrights and literary rights, re-make rights, 16 mm, film-tv and live tv rights."

It was reported that PRM would absorb the sales division of Associated Artists and install Mr. Hyman as managing director of the company.

PRM, according to Mr. Hyman, intends to create sales divisions for each of the rights covered by the contract and will seek personnel for these units. He said the company was negotiating for the purchase of other film libraries and intended to participate in "all facets of the movie and tv industries."

Initially about 50% of the films will be allocated to tv, Mr. Hyman said, with the remainder slated for theatre re-issue, re-make and adaptation for film and live tv programs. He noted that under the terms of the agreement, Warner Bros. will be the distributor of the library in foreign markets.

The control of PRM, it was reported, recently was acquired by a group headed by Mr. Chessler and George Gardiner, PRM president.

The films, dating back to 1912, include "Main Street," "Babbit," "The Jazz Singer," "Disraeli," "The Story of Louis Pasteur," "Life of Emile Zola," "High Sierra," "Watch on the Rhine," "The Man Who Came to Dinner," "Arsenic and Old Lace," "Of Human Bondage," "Yankee Doodle Dandy," "Public Enemy," "The Corn Is Green," "Little Caesar," "The Petrified Forest," "The Maltese Falcon," "Casablanca," "Oil for the Lamps of China," "Five Star Final" and "Anthony Adverse."

Mr. Hyman said that preliminary negotiations were for "tv rights only," but later were enlarged to cover other rights. He reported there will be no "block selling" of the films for television.

The $21 million transaction dwarfs the acquisition by C&C Super Corp. of the RKO Radio Pictures backlog of 650 feature films plus cartoons and short subjects for $15.2 million [B•T, Jan. 6]. Several weeks ago, Columbia Pictures released through its tv subsidiary, Screen Gems Inc., 104 feature films to television [AT DEADLINE, Feb. 14].

PLUNGING deeper into tv with opening of commercial production department, veteran Hollywood movie producer Edward Nassour (r) of Nassour Studios looks over current product with Sam Lewis, named to manage the new division. Mr. Lewis formerly headed his own San Francisco advertising agency. Although continuing feature movie production, Nassour Studios expanded into tv last fall with *Sheena, Queen of the Jungle* for ABC Film Syndication Inc. [B•T, Nov. 21, 1955].

RKO Teleradio Asks Agencies To Wholesale Film Display

WHAT was believed to be a new sales technique by a tv film distributor was implemented last week when RKO Teleradio Pictures showed 52 feature films to top agency executives in a series of closed circuit sessions. The films, part of the 150 picture package that RKO Teleradio retained for a two-year period when it sold the RKO Radio library to C&C Super Corp., are available for network or national spot sale for a one-time showing only.

Some 20 agencies attended the closed-circuit sessions at the St. Regis Hotel in New York, viewing 20-minute clips of many of the films on eight television receivers located in several rooms. Agency executives were invited to breakfast, lunch or late afternoon cocktail sessions. Among the agencies represented at the closed-circuit meetings were BBDO, J. Walter Thompson, Young & Rubicam, Benton & Bowles, McCann-Erickson, Foote, Cone & Belding, Kudner Adv., Grant Adv., Kenyon & Eckhardt, D'Arcy Adv., Wm. Esty Co. and Cunningham & Walsh.

WCBS-TV Buys Film Features

SCREEN GEMS Inc., New York, has sold 104 feature films from Columbia Pictures' library to WCBS-TV New York for showing on the station, starting July 1. The sale is believed to be the largest number of films sold to a single station. Negotiations were handled by Robert Salk, director of sales for Screen Gems; Haw Hough, program director of WCBS-TV, and William C. Lacey, manager of the station's film department.

Package includes such films as "Pennies from Heaven," with Bing Crosby; "Sahara," with

Humphrey Bogart; "Adam Had Four Sons," with Ingrid Bergman and Susan Hayward; "Doctor Takes a Wife," with Loretta Young and Ray Milland; "Commandos Strike at Dawn," with Paul Muni; "It Had to Be You," with Ginger Rogers and Cornell Wilde, and "You'll Never Get Rich," with Rita Hayworth and Fred Astaire.

ABC Film Staffs Two New Offices

ABC Film Syndication announced Thursday it has opened new offices in St. Louis and Minneapolis, with another office in Detroit expected to be opened within the next 10 days.

Designated as head of the St. Louis office at 317 N. 11th St., is J. Chris Hetherington, former St. Louis manager for John Blair & Co., station representative. Before joining Blair in 1939, Mr. Hetherington was sales manager of KMOX St. Louis and also was with WBBM Chicago. He will cover Missouri, Kansas, Southern Illinois, Southern Indiana, and Western Tennessee.

Ted Wold, former sales staff member, KSTP-TV St. Paul-Minneapolis, will be in charge of the Minneapolis office at 517 Northwestern Bank Bldg., covering both Dakotas, Minnesota, Northern Wisconsin, Nebraska, and Iowa.

Stevens, Four Star Plan Joint Tv Series Production

MARK STEVENS TV Co. and Four Star Films announced last week a production agreement whereby the two independent tv film packagers will jointly produce a new film series, *The City*, set against a New York backdrop. The Stevens firm currently produces *Big Town* for Lever Bros. Co. and General Motors Corp., and Four Star Films Co. *Four Star Playhouse* for Singer (sewing machines) and Bristol-Myers Co.

Pilot film will be shot in approximately three weeks, William Cruikshank, Four Star president, and Mark Stevens, president of Stevens Tv, said last week. Negotiations were handled through William Morris, which will also act as sales representative for *The City*.

Aussies Buy 5 NBC-TV Films

PURCHASE of five NBC-TV film series by Australian commercial television interests was announced last week by NBC television films division, making seven NBC properties which will be shown late this fall when Australian tv is expected to go on the air.

Via Amalgamated Wireless (Australasia) Ltd., Sydney, NBC-TV films' representatives in Australia and New Zealand, the following series were bought for the Sydney and Melbourne markets: *The Great Gildersleeve, Victory at Sea, Captured, Dangerous Assignment,* and *Steve Donovan, Western Marshall. The Great Gildersleeve* was purchased by the Herald-Sun Ltd., while Amalgamated Television service bought the other four properties.

MacRae Enters Production

GORDON MACRAE has formed Kintail Enterprises Inc. for the production of live and filmed tv shows and feature motion pictures. The new firm will package and own the *Gordon MacRae Show*, which begins today (Monday) on NBC-TV sponsored by Lever Bros. Officers of Kintail are Mr. MacRae, president; Samuel P. Norton, vice president, and Jerome B. Rosenthal, secretary-treasurer.

THE NEW *Crunch and Des* tv series will be sponsored on WABT (TV) Birmingham, Ala., by Drennen Motor Co. of that city. Making it official are (l to r), John Forney, Robert Luckie & Co., agency; Tom Percer, local sales manager of WABT; Jesse Drennen Jr. of the motor company; Robert Luckie, agency head, and John Williamson of the motor company. Series is being released by NBC Film Div.

RKO Teleradio Announces Plans for First Tv Series

FIRST tv film series to be produced directly by RKO Teleradio Pictures will be *Bozo and His Friends*, a half-hour children's series to be produced in color and black-and-white in early March, it was announced last week by C. R. (Bob) Manby, vice president in charge of television activities for RKO Teleradio.

The series, which will be produced at the RKO Pathe studios in New York, will cover 65 episodes and is intended for presentation on an across-the-board basis for 13 weeks. Each program will consist of 22½ minutes of film, leaving 7½ minutes for a live presentation by a local personality. RKO Teleradio will supply stations with a scripted portion for the local personality, and his association with the program will enable local advertisers to arrange promotion and merchandising tie-ins.

Herbert Rice, formerly a vice president of Mutual and General Teleradio, has been designated executive producer of the *Bozo and His Friends* series. Mr. Rice also is preparing a plan for sale of the series to stations.

FILM SALES

National Telefilm Assoc., N. Y., has sold *The Mad Whirl* roller derby tv film series to Frank J. Miller Adv., Hollywood, for showing on 13-week basis in Wilmington, Phila., Minneapolis, St. Paul, Fort Worth, Dallas, Wheeling, W. Va., and Huntington, W. Va.

Associated Artists Productions, N. Y., has sold 12 *Sherlock Holmes* features to WPIX (TV) New York on library basis for two years. Total number of stations which have purchased films is 114.

INS-INP, N. Y., reports facsmile service sold to WCMB-TV Harrisburg, Pa., and WRVA-TV Richmond, Va.; and Telenews daily newsfilm and weekly news review to KLAS-TV Las Vegas, Nev., and weekly news review to KTVK (TV) Phoenix, KBES-TV Medford, Ore., and KIEM-TV Eureka, Calif.

George Bagnall & Assoc., N. Y., announces sale of package of 34 old-time "Mickey McGuire" feature films with Mickey Rooney and "Snub" Pollard to WPIX (TV) N. Y., for showing on station's *Clubhouse Gang Comedies* nightly series.

FILM PEOPLE

Frank Fitzgerald, NBC Radio account executive, to MCA-TV Ltd., N. Y., in similar capacity. Other MCA-TV sales staff additions: **Vincent Ramos,** vice president, Caribbean Networks Inc., N. Y., to MCA's International department; **Colm O'Shea,** to MCA-TV, Montreal; **Will Thomas** to MCA-TV, Beverly Hills, Calif.; **Paul Weiss** to MCA-TV, Minneapolis, and **Allen Green** to MCA, Chicago.

Hilly Rose, writer-producer, Kling Film Productions Inc., Chicago, promoted to creative director.

Michael J. De Sandis appointed assistant treasurer of UM&M Tv Corp., N. Y., and **Lottie Adler** accountant in charge of booking. Mr. De Sandis was controller of Minot Tv Inc., N. Y., and Miss Adler was with accounting department, MPTV, N. Y.

Philip F. Donoghue, former unit and domestic business manager, Louis De Rochemont Productions, N. Y., to Transfilm Inc., N. Y., as administrative assistant to Robert H. Klaeger, vice president in charge of tv commercial and industrial film production.

L. Henry Miller Jr., freelance cameraman, to production staff of George Blake Enterprises, N. Y., producer of tv film commercials and industrial shorts.

Albert F. Cook, veteran audio-visual specialist, to Detroit creative staff of Atlas Film Corp., Oak Park, Ill.

Hugh Marlowe, road cast of "Anniversary Waltz," signed by Screen Gems, Hollywood, to star in half-hour anthology series, *The First Nighter*, adapted from radio series of same name. **Arthur Hiller,** tv director (NBC-TV *Matinee Theatre, CBC Theatre*), signed to multiple picture contract by Screen Gems.

AFM NAMES 5-MAN COMMITTEE TO PROBE HOLLYWOOD REVOLT

International Executive Board starts investigation of Hollywood Local 47's rebellion over AFM's $14 million trust fund. Local 47 moves to impeach President John te Groen.

AN "immediate on-the-scene" probe of Hollywood AFM Local 47's charges involving control of trust fund monies paid for recorded tv appearances was authorized Thursday evening by the International Executive Board of the American Federation of Musicians.

At the same time AFM President James C. Petrillo, who has been accused of mishandling the monies, granted a stay in the ousting of John te Groen as Local 47 president and ordered him reinstated pending termination of the investigation. Mr. te Groen appealed to Mr. Petrillo and the executive board for such action.

Mr. Petrillo was "unanimously" instructed to appoint a committee of five board members to conduct the probe. It was understood that AFM Local 47, some of whose members "revolted" last Monday evening, would be placed on "trial" or on a probationary basis until the five-man group completes its findings.

The nine-man executive board met at Chicago's Palmer House.

Among board members attending, in addition to Mr. Petrillo, were C. L. Bagley, AFM vice president, Los Angeles; Leo Cluesman, international secretary, and George Clancy, international treasurer.

Charging Mr. Petrillo with an "immoral dictatorship" and challenging the legality of the union's $14 million trust fund, the rebellious faction within Hollywood Local 47 shouted itself into "control" last Monday at a general membership meeting officially called for another purpose [B•T, Feb. 27] and on Tuesday morning "assumed" operation of business affairs at Local 47's lush headquarters building there.

There has been no violence, but both sides in the fight reported bodyguards have been hired to protect leaders of the respective opposition.

Despite grave challenges as to the legality of the various actions taken by the rebels early last week, it appeared that Mr. Petrillo was facing one of the major revolts of his long tenure as chief of the musician's federation. The Hollywood challenge included cries for Congressional investigation, court relief and sympathy action by AFM's other two big unions, those of New York and Chicago. The battle cry: "We are no longer afraid of Petrillo." Local 47 has 15,000 members.

The revolt hangs on the policy of AFM to put extra payments for release of theatrical films to television into the trust fund instead of giving the money to the musicians who played for the film. Another sore point is diversion of recording royalties to the trust fund. Hollywood musicians claim they contribute 95% of the tv money and 33% of the recording money into the trust fund and get back only 4%.

On Monday, at a tumultuous five-hour meeting at the Hollywood Paladium, an estimated 2,000 Local 47 members heard Vice President Cecil F. Read report on his appearance before the AFM international executive board in New York last January in an unsuccessful effort to amend the trust fund policies. The Local 47 meeting, a regular monthly business session, was advertised as solely to hear Mr. Read's report, but in the verbal tussle that followed with President te Groen and other officers the members shouted Mr. Read into the office of "acting president" and "temporarily suspended" Mr. te Groen.

Mr. Read charged Mr. Petrillo with "robbing" Local 47 members to pay others. He said, "We can submit to these injustices and let Petrillo and company continue to rub our noses in the dirt or we can assert our right as free American citizens to break this immoral dictatorship with which we have been shackled."

The members also censured Recording Secy. Maury Paul and Financial Secy. G. R. Hennon for supporting Mr. Petrillo in a resolution of confidence passed a fortnight ago at the 18th annual convention of the 29 AFM locals from California, Arizona and Nevada held at Bakersfield, Calif. The resolution opposed efforts to destroy the trust fund.

Mr. te Groen recalled to the membership the fateful experience of Local 310 of New York when it went to court against the Federation. Its charter was revoked, he said, and in the confusion the theatre operators immediately cut musician pay by 40%. The AFM chartered a new local, the present 802, with the result that in a short time all the members of 310 had joined the new union, reducing Local 310 to nothing but a shell, "its assets depleted in futile court actions—the death benefits of members gone."

The "suspended" president warned his membership that "displeasure with Federation policies and attempts to persuade the Federation to change those policies is one thing, but open revolt is something else. The Federation has bylaws under which it can quell an open revolt."

Mr. te Groen pointed out that to win a court battle would result in destruction of the trust fund and a ruling at the next AFM convention which would preclude Local 47 members from all movie, radio and tv work. He predicted the chartering of another local there and a repeat of New York history.

By the time the meeting ended, Mr. Read was presiding and Mr. te Groen was in the audience. Later the deposed official called this "one of the most un-American and illegal meetings in AFM history. I believe in Mr. Petrillo and his policies. My suspension from office is illegal under the bylaws. Officers can be removed only by impeachment."

Early Tuesday morning Mr. Read called an immediate meeting of the board of directors of Local 47 to ratify the actions of the previous day. It was an open session held before tv, movie and still cameras and reporters in the wood paneled board room at Local 47 headquarters. Mr. Read refused to yield the green leather swivel chair at the head of the table to Mr. te Groen who protested it was his duty as president to chairman the board meeting. After attacking the legality of the board gathering, and backed by AFM Vice President C. L. Bagley, Mr. te Groen retreated to his office across the hall. Mr. Read proceeded with the explanation he was in the chair only because he had been put there by the membership as "acting president" and disclaimed all personal feelings.

"YOU have no more right to usurp this place than I have," AFM Vice President C. L. Bagley (standing left with black glasses) tells "acting president" Cecil F. Read (seated far right) at Tuesday board meeting of Hollywood AFM Local 47. Mr. Read refused to yield chair to "suspended" President John te Groen (standing center, light suit, front of flag). Others seated are (l to r) Vladimer Drucker, trustee; Financial Secy. G. R. Hennon, and Recording Secy. Maury Paul. Messrs. te Groen, Hennon and Paul face possible impeachment action. Mr. Bagley is legal counsel to Local 47. Everyone had a big green leather chair but Mr. te Groen. He left.

With Messrs. Paul and Hennon consistently casting dissenting votes, the board passed a series of motion which affirmed Mr. te Groen's ouster, authorized Mr. Read to physically take over as acting president and called for a special membership meeting on March 12 or another appropriate date to act on impeachment of Messrs. te Groen, Paul and Hennon.

Mr. te Groen refused to give up his office and Mr. Read said he would not press him to do so. Mr. Read said he would use another office.

Mr. Read said, "We are acting under the direction and authority of the membership of Local 47 and our responsibility is to the Local 47 membership. We are in complete sympathy and wish to cooperate with the AFM. We do not want to withdraw or be expelled from the AFM, but we no longer can submit to a dicta-

meet Virginia Graham,

The lively, lovely lady pictured on this page is someone you'll find well worth knowing. Since the beginning of this month, she has been entertaining millions of American housewives with her charm and vitality as hostess on WEEKDAY, NBC Radio's daytime service.

Fifteen years of broadcasting . . . hundreds of telethons . . . and a dramatic appearance on "This is Your Life," have made Virginia Graham a national favorite. She brings to WEEKDAY warmth, wit and a winning way with a commercial because most of all, *she's a saleswoman,* equally willing and able to sell a woman's audience or a sales staff. (She was one of Chicago's top models, and makes a real impact at a merchandising meeting.) Delivering commercials along with co-host Mike Wallace, she gives WEEKDAY a one-two punch unmatched in radio.

Ask your friends in the fashion, beauty and food fields about her. Then ask NBC Radio for facts and figures about WEEKDAY on NBC Radio Network *a service of* RCA

your new hostess on WEEKDAY

torship and to policies which ignore the rights and best interests of musicians and has permitted the music business to deteriorate to the condition it is in today."

He said it is time the AFM policies are established by professional musicians and contended the great number of non-professionals who work at other jobs and merely hold an AFM card should not be allowed to "hold sway." Mr. Read noted the International Board said music is a "weekend business" every place in the country except New York and Hollywood because of mechanical music. "You can't hold back technological progress," he said, "you must learn to live with it."

Attacking the "absolute" powers granted to Mr. Petrillo in the AFM constitution and by-laws to set aside all rules and make his own when "such orders are necessary to conserve and safeguard the interests of the Federation, the locals and/or members," Mr. Read said: "I would be happy to have this matter out with Mr. Petrillo before a Congressional committee, before our membership, in a courtroom or before public opinion."

Mr. Read claimed everyone "agrees we are right but say you can't fight the Federation. I say we must fight or go down the drain. If the officers of Local 47 won't fight for the members, they should resign. That would be better. I really don't want charges preferred. If the membership gets scared, then there are other steps."

President Petrillo released the following statement in Chicago following Local 47's revolt:

"A fundamental democratic principle is being challenged by some of our misled musicians in Los Angeles. That challenge will be met promptly. It concerns whether the many or the few are to benefit from the wise and honest administration of a trust fund which today supplies some $2,000,000 worth of free music each year to national charitable organizations, veterans hospitals and other worthy public causes.

"This money is contributed by the makers and users of recorded music to a legally established trust fund operated by an independent trustee appointed by and responsible only to the industry. Our union never sees nor handles any of these funds. Through this fund the trustee employs many thousands of musicians to play for worthy, admission-free performances. It brings a few dollars each year to thousands of largely unemployed musicians whose livelihood has been curtailed by the wide use of mechanized music on records and film. But our union could not make any use of these funds even if we wanted to.

"Every step of our relationships with the trust fund and its operation has been at the instance and approval of our membership as expressed through their elected convention delegates and executive officers and board members.

"It is the contention of the misled musicians in Los Angeles that since they record a considerable percentage of this music on film that they alone are entitled, not only to the original fee paid them for their services, but to any and all monies that may be paid into the trust fund as a result of the secondary use of these music tracks on film. They do not subscribe to the democratic principle of consideration for the many instead of the few.

"Their viewpoint is not good unionism. It is not good Americanism. It reeks of something much more sinister than pure selfishness. It goes back to an element in the Los Angeles local whose actions and beliefs are not in line with sound American trade unionism and which will be vigorously investigated.

"I discuss this matter reluctantly. It is not my practice to air family disputes in public. But when a misled faction of one of our 700 locals challenges the existence of a trust fund that has meant so much over the years in fine public service, it becomes a public threat as well as a union matter which will be dealt with promptly within our own ranks."

On Wednesday, Mr. Read issued this further explanation of his position:

"To put it as simply as possible, Petrillo and the Federation have taken earnings away from motion picture, television, radio and recording musicians. We are fighting to recover those earnings and to prevent any such further action.

"No other group of musicians in the rest of the country has such a large part of their earnings taken away from them. It has resulted in outrageous inequities. For example: there are instances of musicians who sit at home watching re-runs of as many as four television series episodes on which they worked and then having to apply to the unemployment bureau for $25. All this while the employers may be paying the trust fund as much as $7,100 per week for the use of the musicians services for these four shows.

"Does Petrillo think it is bad unionism, and un-American, to complain about such inequities?"

AFTRA LEADER SETS OFF RADIO 'TRIAL BALLOON'

National Executive Secretary Donald Conoway says union is willing to discuss with industry leaders what can be done to aid medium, whose network business is sagging.

LET'S sit down and see what possibly can be done about radio—whose network business is sagging but whose local revenue is resurging.

This was the gist of a "trial balloon" set off Wednesday by a top spokesman of the American Federation of Television & Radio Artists who indicated AFTRA's willingness to discuss the situation with industry leaders.

At the same time, radio-tv leaders were served a reminder that industry-wide, two-year contracts with the union terminate next November and that negotiations will be opened with the networks in late summer or in mid-September.

"This is a negotiating year," Donald Conoway, newly-elected to the national executive secretary post held by the late George Heller, told radio-tv executives in New York's Hotel Roosevelt. Mr. Conoway, AFTRA's First Vice President Bud Collyer and John Henry Falk, a vice president of AFTRA's New York local, spoke on the union's "Today and Tomorrow" at a workshop meeting of the Radio & Television Executives Society.

Mr. Conoway also attacked pay television as "literally an invasion of property rights," and declared that AFTRA was "disturbed" over the pay tv remarks of FCC Comr. Robert E. Lee.

Although Mr. Conoway did not expand on his "sounding" remark for the RTES audience, he told B•T that he definitely meant to spark interest in the industry on the possibility of talks among AFTRA and industry leaders on what can be done to better the lot of the network radio AFTRA member who is feeling the pinch compared to the local radio AFTRA member who is in that segment of the business that is progressing well. Mr. Conoway hinted that AFTRA may be willing to discuss pay scales of national performers in radio, but chose not to elaborate on what AFTRA has in mind.

In his talk to the executives, Mr. Conoway referred to B•T's estimate of net time sales in radio, which had found that "vigorous selling and revitalized programming combined last year to pull radio out of its 1954 dip" [B•T, Feb. 20]. Mr. Conoway presented figures from this article on national network, local, regional network and spot business to illustrate that network is going down while local is on the way up and in 1955, only 4.5% away from the all-time industry high achieved in 1953.

As expressed in his talk, Mr. Conoway said that AFTRA and the industry could "work together for radio's improvement."

Terming the principle of pay television—charging the public a fee to see a program—is not in the public interest and is "abominal" to AFTRA's philosophy, Mr. Conoway said people cannot be asked "to pay to see the Rocky Mts., the Atlantic or Pacific oceans. The air they breathe and the air used to entertain them should be free."

Both Mr. Collyer and Mr. Falk stressed cooperation of AFTRA and the industry.

AFTRA, Networks Reduce Re-Use Fee

REDUCTION in re-use fees for artists whose programs are run on film in the cities where they were presented live went into effect last Thursday under the terms of a new agreement signed by American Federation of Radio & Television Artists and NBC-TV, ABC-TV and CBS-TV.

The agreement, released last week by AFTRA, is a "clarification" of the 1954-56 AFTRA code of fair practice for network television broadcasting, and is interpreted as a move by the union to encourage the use of reruns. Heretofore, AFTRA had demanded that a performer be paid 100% of his original fee any time a program was rerun. Consequently, there had been a sparse market for reruns of live shows via kinescope.

The agreement provides that for the first and second reruns, performers will be paid 75% of the basic minimum fees existing at the time of the performance, and for third and subsequent reruns, 50% of the basic minimum fees. Though the agreement specifies that rerun payments are based on minimum fees, provision is made for over-scale performers to bargain with producers for "better terms."

Additional compensation for performers engaged solely as walk-ons or extras is not prescribed under the agreement. It also stipulates that if a program is carried once in an area not included in the original telecast, no payment need be made to performers, providing the telecast is presented within 60 days of the original presentation.

This move by AFTRA is also viewed as an attempt to bring its contract more in line with that of the Screen Actors Guild, which has jurisdiction over tv filmed programs. Under the SAG contract with tv film producers, performers are paid 35% of the applicable minimum for the first rerun; 30% for the second rerun and 25% for the third, fourth and fifth reruns.

Film Producers Forming National Organization

PRELIMINARY WORK toward a national organization of film producers was undertaken at a meeting of representatives of three film associations and non-affiliated producers held last week in Chicago.

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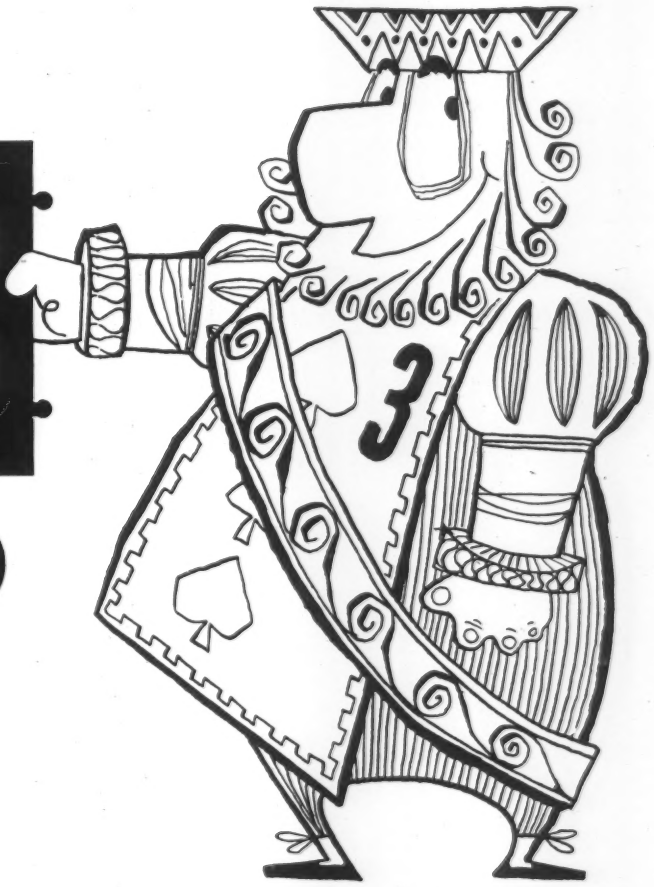

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the Film Producers Assn. of New York. American Assn. of Film Producers (of the midwest) and the West Coast producers' unit was set up to study "various areas" of activity for the proposed national organization. The seven-man unit will hold a planning meeting in New York April 13.

The group will establish a sort of working constitution for members of the present three associations and independent producers. The proposed national organization would be set up to further the interests of the visual media, it was explained. A total of 45 film executives representing 78 producers attended the Chicago session.

Members of the governing body are Robert Lawrence, Robert Lawrence Productions, new president of FPA of New York; James Holmes, general manager, Vogue-Wright Studios, Chicago, and secretary of the AAFP; H. Tessler, Loucks & Norling; Lang Thompson, Wilding Pictures Corp.; Marvin Becker, West Coast film organization representative; Sam Orleans, Sam Orleans Productions, and Larry Sherwood, Calvin Films.

The American Assn. of Film Producers represents some 14 production firms in the south and midwest.

— PROFESSIONAL SERVICES —

S.F. Publicists Organize

PROFESSIONAL publicists in the Bay Area have formed the San Francisco Publicity Club, according to Don Mills, publicity director for KPIX (TV), that city, who was elected president. The club's plans call for the establishment of an annual publicity clinic, a spring dance and projects aiding worthwhile civic drives.

PROFESSIONAL SERVICE PEOPLE

Mildred Vigderhouse, free lance radio-tv consultant to public service campaign organizations, named tv placement specialist, Ruder & Finn, N. Y., public relations counseling firm.

William P. Stempien, editor, press information service, Chrysler Corp., Detroit, promoted to manager of press information.

Ralph Maloney, public relations counselor, has merged office with **Jacques Willaumez Assoc.,** N. Y.

Robert B. Johnson, formerly sales promotion manager of The Merchandise Mart, Chicago, appointed merchandising director, Harshe-Rotman Inc., Chicago public relations firm.

Ronald Sedgewick, assistant operations manager, Cellomatic Corp. (sales promotion film animators), N. Y., to Chicago office, as operations manager.

James R. Brooks, public relations department, Needham, Louis & Brorby Inc., Chicago, to Ekco Products Co. (housewares), that city, as public relations manager.

Mal Parks Jr., publisher of *Parts Jobber* magazine, Chicago, to Howard W. Sams & Co., Indianapolis, electronic engineering and publishing firm, in executive capacity.

Michael Sean O'Shea, former publicity director, Motion Pictures for Television (MPTV), N. Y., and owner of his own publicity firm, appointed national publicity director, American Theatre Wing, N. Y.

Sid Lavitt, formerly assistant producer for NBC Radio, appointed radio-tv liaison for United Cerebral Palsy during its 1956 campaign, which will be conducted in May.

MICROPHONE-CAMERA COVERAGE FAVORED IN RULING BY COLORADO SUPREME COURT

Decision supporting radio and tv at trials hailed as major victory in long-range effort to break down legal barriers. Judge O. Otto Moore hands down his referee's opinion after 'full dress' procedure.

RADIO AND TV now have the formal decision of a high court to support their claim that modern media should be admitted to courtrooms. A major victory in the long-range effort to break down legal barriers was won last week when the Colorado Supreme Court ruled that microphone-camera coverage should not be barred because of Canon 35.

The Colorado decision was handed down after a lengthy hearing and a series of demonstrations, held before Judge O. Otto Moore of the court, who served as a referee. His report (see excerpts from text, pages 50 and 51), was approved without dissent by the full state Supreme Court.

Two significant findings appear in the decision. First, the court chastised the legal profession for its adherence to the American Bar Assn. Canon 35, the outmoded barrier to visual-audio reporting of trials. Second, it stated flatly that the modern media can operate in a courtroom without disturbing the proceedings.

In taking a firm stand on behalf of visual and aural reporting, the court adopted a rule that sets the ground rules for coverage. These, briefly, specify that in Colorado the trial judge may allow broadcasting or photographs but should not permit coverage if it would detract from dignity, distract witnesses, degrade the court, or interfere with a fair trial.

The court specified that no witness or juror is to be photographed over his expressed objection and that media must have permission from the trial judge, who can lay down the regulations.

Cooperation Pays Off

Cooperative effort by a large number of individuals and groups was credited with the industry's victory, the first major breakthrough in the campaign to break down the resistance of the legal profession. It was believed the decision will serve as the key reference in future court proceedings in view of the fact that a full-dress trial was held, with media receiving a favorable decision.

Hugh B. Terry, president of KLZ-AM-TV Denver, Sheldon Peterson, his news director, and Judge Justin Miller, NARTB consultant and its former chairman-president, were among a score of persons whose combined activity were important elements in the decision.

In his referee's opinion, Judge Moore mentioned an air editorial by Mr. Terry and a method of coverage procedure submitted by Mr. Peterson as significant elements in the case.

The victory was described by Judge Miller as "wonderful," but he warned that it may be "Pyrrhic" unless media measure up to the confidence expressed in them by the courts. He cited a trial in Beverly Hills last week where 21 photographers were working with flashlights despite the fact that room lighting was adequate.

Judge Miller confronted the ABA with this challenge: "The question, now, is what is the ABA going to do in the face of this decision. Certainly it cannot continue to sponsor an obsolete pronouncement such a Canon 35. Three states in succession—Oklahoma, Texas and Colorado—have now rejected Canon 35 and demonstrated its error. The time is ripe for action. The situation now has changed from one of old prejudices and emotional reactions to one in which the clear light of reason and demonstration has shown the direction in which the bar must go."

He added: "For the first time, a court of competent jurisdiction has considered and decided the question in a manner properly respectful of the finest tradition of judicial administration . . ." He said that the court saw demonstrations that did not disturb proceedings and listened to exhaustive arguments on questions of law and policy.

Justice Moore conceded he had leaned toward outlawing of radio and tv prior to the hearings. He voiced hope that the new rule will lead to a cooperative effort between the judiciary and media to protect and portray judicial processes. "The dignity or decorum of the court was not the least disturbed," he said, referring to numerous cases when he did not know cameras and microphones were functioning.

He cited a U. S. Supreme Court precedent to support his statement that radio-tv does not merely provide entertainment. He dismissed the "idle curiosity" argument advanced by Canon 35 proponents by explaining the need for educating and informing the people about all branches of government. Taking up the oft-voiced fear that judges or lawyers will be ham actors, he said the camera does not change their "inherent characteristics" and the public will detect hamming quickly.

Justice Moore answered the right of privacy contention by saying that persons involved in public events emerge from seclusion.

Application of the new rule will be watched in the murder trial of John Gilbert Graham, charged with putting a bomb in a United Airlines plane. District Judge Joseph M. McDonald will preside at the trial, which starts April 16. He said he would carefully study media requests to cover the trial.

Among those who took an active part in the preparation and conduct of the industry case before Justice Moore were P. A. Sugg, WKY-AM-TV Oklahoma City; Kenneth C. Wayman, KTIV (TV) Sioux City, Iowa; Rex Howell, KFXJ-TV Grand Junction, Colo.; Grady Franklin Maples, KGMC Englewood, Colo.; Joseph Herold, Marshall Faber, KBTV (TV) Denver; Gene Jenkins, KLZ-TV; Robert Mott, KVOD Denver; Bill Stinson, KWTX-TV Waco, Tex.; Vincent Wasilewski, NARTB; Richard Schmidt, attorney for Denver Area Radio & Tv Assn., and Gordon Yoder, Dallas newsreel cameraman.

Mr. Terry said: "We are pleased with the decision. We think it was a justified and proper one, and that it was a decision in favor of the public. The high court is to be commended for its enlightened attitude."

NARTB President Harold E. Fellows said: "It is our earnest hope that other states and members of the bar generally will acquaint themselves with the evidence and testimony presented in this precedent-setting case. It is truly an historic landmark in broadcasters' efforts to achieve equal access in covering public proceedings. It is an equal victory for the public at large for it recognized their inherent right to be informed on the conduct of public business."

Robert D. Swezey, WDSU-AM-TV, New Orleans, Chairman of NARTB's Freedom of

LET'S NOT GIVE THE BABY CROP UNDUE CREDIT

Check the editorials. Check the forecasts.

Note how many refer to the baby crop as the prime reason for America's assured prosperity.

Babies haven't assured prosperity in India or China.

Another factor in America's rising prosperity is more important. This is the free expansion of business competition striving constantly to excel with new products and greater values, to the ultimate benefit of our nation as a whole.

Such competition has been prevented in other lands and other eras by baronial power.

"Baronial power" is merely the historic term for excessive government control.

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THE EMANCIPATION OF COLORADO RADIO-TV

JUDGE MOORE'S HISTORIC RECOMMENDATION FOR COURT ACCESS

CONSTITUTIONAL protection granted the press, with freedom of speech, "is a right of wide import" and includes every vehicle of information and opinion, Judge O. Otto Moore, of the Colorado Supreme Court, wrote Feb. 27 in his referee's report to the full court. This report was approved by the full court.

The main part of Judge Moore's report on Canon 35 and the rights of media follows:

We are concerned with realities and not with conjecture. Canon 35 assumes the fact to be that the use of camera, radio and television instruments must in every case interfere with the administration of justice in the particulars above mentioned. If this assumption of fact is justified the canon should be continued and enforced. If the assumption is not justified, the canon cannot be sustained.

For six days I listened to evidence and witnessed demonstrations which proved conclusively that the assumption of facts as stated in the canon is wholly without support in reality. At least one hundred photographs were taken at various stages of the hearing which were printed and introduced as exhibits. All of them were taken without the least disturbance or interference with the proceedings, and, with one or two exceptions, without any knowledge on my part that a photograph was being taken. A newsreel camera operated for half an hour without knowledge on my part that the operation was going on. Radio microphones were not discovered by me until my attention was specifically directed to their location.

Several hours were devoted to the technique involved in modern production of live telecasts and for one whole day the events taking place in the court room were produced on a closed circuit telecast and shown as they happened on the television set in the courtroom. Cameras used in photo and television demonstrations were of different kinds. In still photography and newsreel activity they were not noticeable and were operated in such manner that I was unaware that they were functioning. The television cameras shown were of several kinds, varying from the large, already outmoded one which is mounted on a movable tripod, to the small one which is 4" x 5" x 7" in size. All equipment used, whether large or small, is capable of installation outside the court room with only the lens appearing on the exterior wall, through an otherwise concealed door or window, or from a booth in the rear of the courtroom. Only the regular lighting at all times functioning in the courtroom was used, and any court room with adequate sunlight for ordinary court proceedings would require no additional lighting.

There was nothing connected with the telecast which was obtrusive. The dignity or decorum of the court was not in the least disturbed. Many persons entered and retired from the courtroom without being aware that a live telecast was in progress. Others who took seats which were so located that they could see the television screen which was reproducing the hearing, were obviously surprised when they observed it a brief time after being seated.

I am very sure that many well meaning persons, including some leaders of the bench and bar, are of the firm conviction that some, or all, of the prohibitions contained in Canon 35 should be continued and enforced without variation. I must confess that prior to this hearing I leaned definitely toward that view insofar as television and radio were concerned. I am equally certain that the vast majority of those supporting continuance of Canon 35 have failed, neglected, or refused to expose themselves to the information, evidence, and demonstrations of progress which are available in this field. I am also satisfied that they are unfamiliar with the actual experiences and recommendations of those who have permitted supervised coverage by photographers, radio and television of various stages of court proceedings.

I do not mean to say that in every case photography, radio and television broadcasting should be permitted. There are doubtless many cases and portions thereof, which, in the court's discretion to insure justice, should be withdrawn from reproduction by photo, film, radio or television. The responsible leadership in each of these fields are in agreement that the trial court should have complete discretion to rule out all, or any part of, such activity in those instances where proper administration of justice requires it.

Arguments and suggestions of various kinds have been submitted to me in various ways in support of the retention of Canon 35. Generally they fall into one or more of the following classifications. A brief discussion on each may be of assistance.

(1) It is claimed that permitting photographs, newsreels, radio and telecasts of court proceedings amounts to entering the field of entertainment and is not strictly within the field covered by the term "freedom of the press." The Supreme Court of the United States has held otherwise. From the opinion in *Winters v. New York*, 333 U. S. 507, I quote:

"The line between the informing and the entertaining is too elusive for the protection of that basic right (a free press). Everyone is familiar with instances of propaganda through fiction. What is one man's amusement, teaches another's doctrine. Though we can see nothing of any possible value to society in these magazines, they are as much entitled to protection of free speech as the best of literature. *Hannegan v. Esquire*, 327 U. S. 146."

(2) Closely related to the foregoing is the argument that coverage of court proceedings going beyond the inaccurate word pictures painted with the pen of the courtroom press reporter, would be merely to satisfy "idle curiosity" for entertainment purposes. This contention overlooks the obvious fact that under our concept of government there is a constant regard for the necessity of educating and informing our people concerning the proper functioning of all three branches of government. There is no field of governmental activity concerning which the people are as poorly informed as the field occupied by the judiciary.

It is highly inconsistent to complain of the ignorance and apathy of voters and then to "close the windows of information through which they might observe and learn." Generally only idle people, pursuing "idle curiosity," have time to visit courtrooms in person. What harm could result from portraying by photo, film, radio and screen to the business, professional and rural leadership of a community, as well as to the average citizen regularly employed, the true picture of the administration of justice? Has anyone been heard to complain that the employment of photographs, radio and television upon the solemn occasion of the last presidential inauguration or the coronation of Elizabeth II was to satisfy an "idle curiosity"? Do we hear complaints that the employment of these modern devices of thought transmission in the pulpits of our great churches destroys the dignity of the service; that they degrade the pulpit or create misconceptions in the mind of the public? The answers are obvious. That which is carried out with dignity will not become undignified because more people may be permitted to see and hear.

(3) It is contended, usually orally and in smothered words or whispers, that some trial judges, and lawyers "who are hungry for publicity, will conclude that they are actors, and by some psychological motivation, 'play to the galleries' and so conduct themselves as to satisfy their own vanity, or otherwise exploit themselves."

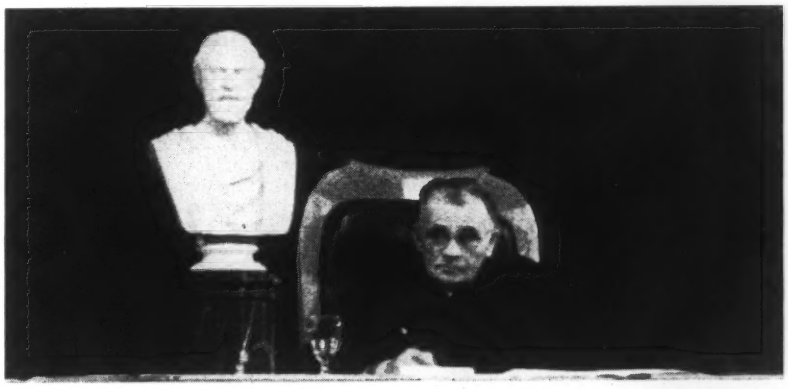
Any judge or lawyer who so demeans himself before a camera does not change his inherent characteristics for that particular occasion. A "show-off" or a "strutter" will be just that whether a camera is present or not. They are readily identified by any person of ordinary intelligence and are ultimately adequately and justly disposed of by the people. If a larger segment of society is permitted to witness such offensive conduct the offender will be properly judged by the people sooner than might otherwise be possible.

Actual experience, however, has led to the majority view that participants in legal proceedings are far more careful in their conduct and indulge in less bickering in those cases where cameras are permitted to operate under court supervision. Equipment employed in

broadcasting, either by radio or television, is such that if any participant evidenced an intention to offend in this matter all the judge would have to do would be to press a button and the offensive conduct would be inaudible and invisible to any person except those in the courtroom. The capable trial judges of this state can keep full control of any such situation. . . .

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the photographing or broadcasting of court proceedings. A constitutional right of all citizens cannot be denied because a very few persons may conceivably make fools of themselves before a larger audience than that which might otherwise be subjected to their offensive conduct. In the case of *People v. Hensley*, 75 Ohio St. 255, 79 N. E. 462, the court said:

"The people have the right to know what is being done in their courts, and free observation and the utmost freedom of discussion of the proceedings of public tribunals that is consistent with truth and decency, tends to the public welfare."



(4) Another argument frequently referred to during the hearings as supporting Canon 35 is that to permit photography at public trials would violate the "right of privacy" of participants or spectators. There are at least two conclusive answers to this contention:

First: One needs only to cite the law applicable to the question, which unequivocally and repeatedly has stated that when one becomes identified with an occurrence of public or general interest, he emerges from his seclusion and it is not an invasion of his "right of privacy" to publish his photograph or to otherwise give publicity to his connection with that event. The law does not recognize a right of privacy in connection with that which is inherently a public matter. Numerous cases are available on the subject and I have found no disagreement as to the law.

Second: To uphold Canon 35 on the ground that it prevents a violation of the individual's "right to privacy" would be to repudiate the provision of our Constitution by rule of court, and to make effective the prior restraint upon freedom to publish, although the Constitution expressly prohibits such restraints by clearly indicating that the remedy for abuse of the constitutional right to publish "whatever he will on any subject" is that the publisher shall be "responsible for all abuse of that liberty." How can it be contended that the prior restraint upon conduct imposed by the canon is valid when the Constitution clearly indicates that the remedy for abuse of the "right of privacy" must be compensatory in its character?

(5) It also is argued that to permit photography or broadcasting of court scenes would mean that the trial judge would be confronted by innumerable persons clamoring for access to photograph and broadcast the proceedings, each attempting in a highly competitive business to outsmart his competitors. If such a threat were to become a reality there could be little hope of maintaining order and decorum in the judicial proceedings.

The representatives of press and broadcasting interests have been alert to this situation and have taken effective steps to insure against any such debacle in this state. I can do no better than to quote from the testimony of Sheldon Peterson of the staff of KLZ-AM-TV:

"The Court is aware, of course, that the Denver area now has 14 radio stations and 4 television stations. . . .

"The stations are thoroughly cognizant of this danger and, through a pooling arrangement, have taken positive steps to safeguard against it. To this end, they have organized a permanent association. From the membership in this association, a standing committee has been named in which is fixed full responsibility for courtroom broadcasts and telecasts, should they be permitted. The committee consists of Joe Herold of KBTV (TV) Denver; Grady Franklin Maples of KGMC; William Grant of KOA-AM-TV; John Bosman of KIMN and Mr. Peterson. Mr. Herold and Mr. Maples are co-chairmen of the committee and Mr. Peterson is the secretary.

"Here is the way in which this association proposes to function. Whenever any of the member stations wish to cover a given trial, they will communicate with the secretary who will carry the request to the judge. Should the judge decree that radio and television coverage shall be permitted, he need deal with only one individual — that is the secretary — in laying down the ground rules for such coverage. Having reached a clear understanding where the microphones and cameras shall be placed in the court room, the secretary shall then make the necessary arrangements. . . .

"From this basic equipment, duplicate tape recordings and film prints will be made available to all the Denver area radio and television stations that desire them. In this way, as many stations as wish may derive the benefits from the pool, yet there will be only one set of equipment for radio and one set for television. If the judge deems that live television of a trial shall be permitted, the same pooling arrangement shall prevail.

"The radio and television industries in the Denver area are highly competitive. The newsmen of these stations are fully as eager to exceed each other as are the newspaper photographers. Moreover, they are firmly convinced that under the freedoms guaranteed by the Constitution, they have the right of access to the courts with microphone and camera.

"But they are mindful, too, that the decorum of the courtroom must be preserved at all costs. That is why they have decided to forego the possibility of gaining competitive advantage and have agreed to cooperate through this system of pooling. Having reached this agreement, the Denver area radio and television stations, through their association, have every confidence that they can broadcast and telecast trial proceedings in a fashion thoroughly compatible with the traditional dignity of the courts."

A similar pooling arrangement has been entered into by representatives of the press photographers. This cooperative effort is to be commended; but even in the absence of these formal agreements the court, in the exercise of its discretion could, and in cases of wide public interest unquestionably should, enforce similar regulations as a condition under which photographs or broadcasting of any kind would be permitted.

All of the above arguments, and others not specifically mentioned, are directed at preventing that which conjecture fears may produce an undesired result in matters wholly unrelated to the disposition of the trial thus publicized, and have nothing whatever to do with the proper determination of the issues on trial.

I have given careful consideration to the language which should be employed in a new rule which would effectively do away with the discrimination against actual pictures in favor of word pictures, and at the same time afford positive protection against interference with orderly procedure and a fair public trial. In my judgment the entire matter should be left to the discretion of the trial judge. Limitations upon that power affixed by the Supreme Court rule would leave the impression that all matters within the field not covered by the express limitations were proper subjects of reproduction by photograph or radio. I know of no limitation which should be inflexibly applied to all cases because every case involves different personalities and circumstances, all of which should be considered by the trial judge before prescribing the conditions under which radio or photography might be had.

I recommend that the following rule be adopted, effective forthwith, which shall hereafter govern trial courts in matters pertinent thereto, and that it shall supercede any rule heretofore issued in conflict therewith.

"Proceedings in court should be conducted with fitting dignity and decorum.

"Until further order of this court, if the trial judge in any court shall believe from the particular circumstances of a given case, or any portion thereof, that the taking of photographs in the court room, or the broadcasting by radio or television of court proceedings would detract from the dignity thereof, distract the witness in giving his testimony, degrade the court, or otherwise materially interfere with the achievement of a fair trial, it should not be permitted; provided, however, that no witness or juror in attendance under subpoena or order of the court shall be photographed or have his testimony broadcast over his expressed objection; and provided further that under no circumstances shall any court proceeding be photographed or broadcast by any person without first having obtained permission from the trial judge to do so, and then only under such regulations as shall be prescribed by him."

The broad discretion thus given the trial court affords ample protection against abuses of the constitutional right of freedom of the press, and will lead to a cooperative effort as between the judiciary and the press to protect, preserve, and portray the judicial process upon the level of justice to which it actually attains.

Information Committee said: "The Colorado Supreme Court provided the opportunity to demonstrate the techniques of our trade and the court decision is historic confirmation of broadcasting's rights to equal access. The decision recognizes the necessary and beneficial role of a mature broadcasting industry in disseminating news and is the most significant progress to date in achieving universal recognition of this fact."

Harold Baker, WSM-AM-TV Nashville, president of Radio Television News Directors Assn., said: "The Colorado decision is extremely gratifying to the RTNDA which, in the 10 years of its existence, has constantly fought for freedom of and access to information. It is hoped that the court's action will further speed the growing trend toward opening our courts, hearing rooms, and legislative chambers to the tools of electronic journalism. Radio and television newsmen realize their responsibilities and are willing to conform to reasonable ground rules laid down by the presiding officers of such bodies."

Mr. Howell, past president of Colorado Radio & Television Broadcasters, said: "The action is a source of gratification. It marks another milestone in the progress of the electronic media of journalism in their constant efforts and vigilance to assure freedom of information to the people. It marks the beginning of a sounder relationship between the broadcasting and the legal profession. This decision will have nationwide implication."

Radio-Tv Cover Legislature After Removal of Md. Ban

COVERAGE of the first "grand inquest" in Maryland history was provided by radio and tv after the House of Delegates had previously voted 85-17 to refuse admission to electronic media [B•T, Feb. 13]. NARTB and Maryland-D. C. Radio & Tv Broadcasters Assn. successfully protested the original denial of rights to the proceedings, which were devoted to the Baltimore transit strike, gaining a reversal of the original ruling.

Live and tape radio plus tv film coverage were provided by stations. Active in waging the successful effort to overcome the original ban were NARTB President Harold E. Fellows; Ben Strouse, WWDC Washington, president of the state association; Tom White, WBAL Baltimore, and Joseph L. Brechner, WGAY Silver Spring, Md., member of the NARTB Freedom of Information Committee and chairman of the state freedom group.

WCTC's Transmitting Site Destroyed by $30,000 Fire

AN ESTIMATED $30,000 in damages was caused by an early-morning fire that broke out as WCTC New Brunswick, N. J., prepared to go on the air Feb. 16. The blaze destroyed the station's entire transmitting site. WCTC, which had hoped to go on the air as scheduled over the transmitting facilities of a neighbor station, did not do so until 7:30 p.m. that evening, when WAWZ Zarephath, N. J., the "Pillar of Fire" station run by a Zarephath church, concluded its broadcast activities.

Following installation of a new RCA transmitter and prefabricated housing unit rushed to New Brunswick from Camden, WCTC went on the air at 6:30 the following morning. The station's whole engineering and maintenance staffs worked through Thursday night and early Friday to install new equipment. WCTC, licensed to the Chanticleer Broadcasting Co., New Brunswick, operates with 250 w on 1460 kc.

KOMO-TV EXPLAINS ITS NEW COLOR FILM PROCESS

Ninety-minute technique allows television to do about everything in color that up to now has been done in black-and-white, says Seattle station's Gen. Mgr. W. W. Warren.

TELEVISION can do about everything in color that up to now has been done in black-and-white as a result of a new 90-minute color film process devised by KOMO-TV Seattle, according to W. W. Warren, general manager. The technique cuts much of the cost and most of the time from color tv film processing [B•T, Feb. 27].

Details of the KOMO-TV method were supplied B•T last week by Mr. Warren and Merle Severn, KOMO-TV's chief newsreel cameraman, who conducted the research. Mr. Severn joined KOMO-TV as chief cameraman when the station went on the air in December 1953. He studied film and still photography at Brooks Institute of Photography in Santa Barbara.

Reports and findings of the new fast-processing techniques are being adapted to modern production gear by Forde Motion Picture Labs., Seattle, for commercial availability. Actually, the 90-minute trick can be worked in a simple wooden tank with some coffee cans.

Mr. Severn's technical report explains that while he uses Anscochrome, he is not endorsing any particular film. He explained main details of the technique as follows:

AND IT comes out here, according to Merle Severn, KOMO-TV Seattle chief cameraman, showing Ed Watton, Forde Photographers, how color tv film is developed in 90 minutes.

"Anscochrome can practically be wrestled about in the same manner as black-and-white film is now handled and still will result in acceptable color. Another amazing value of this film's three color-layers equal response is its ability to be used at faster emulsion ratings by just equally increasing the time of the first and color developer. Ansco recommends this film at ASA 32 but it is equally possible to expose the film at ASA 125 and still retain good color. A third factor that makes Anscochrome acceptable for newsreel work is its soft color gradation and wide exposure latitude.

"The major problem in presenting news in color is processing, but because of the latitude and response of Anscochrome, the average station can now process its own film or, if it operates in conjunction with a commercial lab, this lab can set up the necessary facilites to handle color film.

"There are three major ways of handling the processing; machine, reel and trough, or rack and tank. Machine processing is expensive. It requires an automatic processing machine which will cost over $10,000. While it is the most efficient, it requires large volumes of chemicals and is not practical for small amounts of footage.

"The reel and trough method consists of a drum rotating through a trough of solution. This type of operation requires small amounts of solution but there are strong tendencies for aerial oxidation to deplete the life of the chemicals and because the reel carries the film out of the developer for periods of time it may well cause strain.

"Finally, we have the famous old rack and tank method. Here the film is wound onto a flat rack and submerged completely into the solution. This system requires more solution than the reel and trough but for the average lab it will produce the best color more economically.

"Our lab has produced a version of the rack and tank. It consists of a master water jacket thermostatically controlled at 68 degrees into which are set six plastic tanks designed to hold a rack onto which can be wound 200 feet of color film. As each chemical solution is held exactly at 68 degrees you have a standard by which your film can be exposed. An off-center bar is being devised to produce automatic agitation.

"This machine is capable of producing consistently good results without a great outlay of money and has met the approval of J. L. Forrest of Ansco's Motion Picture Development Labs in Binghamton, N. Y. Another advantage to this particular system is that by using racks which move along in these six separate plastic tanks, additional racks carrying equal amounts of film can progress along in systematic order. Therefore, other film need not be delayed until the first film completes the entire cycle. With a drum-type drying rack passing by heat lamps the color film should be ready to be televised within an hour and a half after it enters the processer.

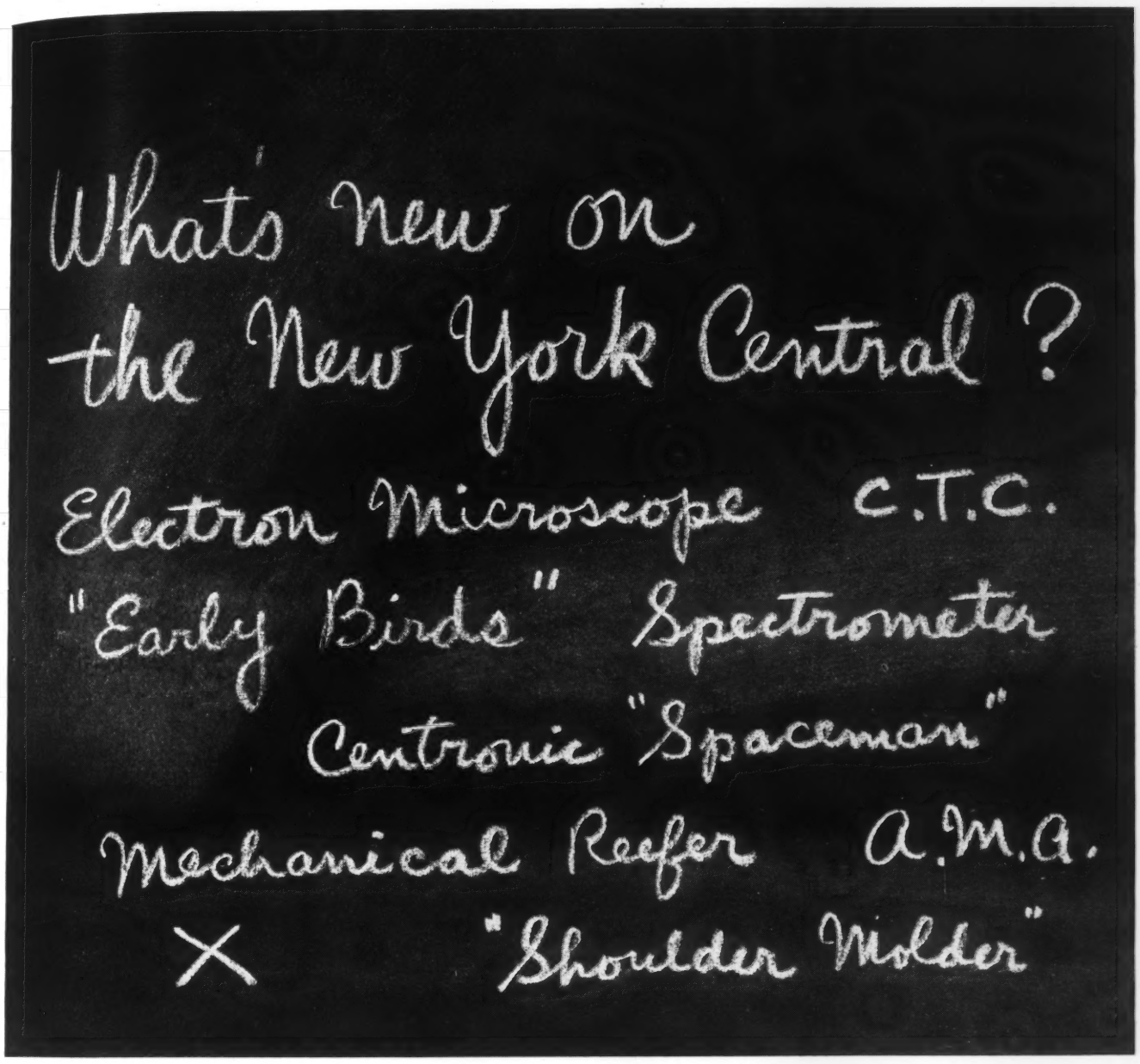
"It still is possible to produce good color film in coffee cans, Morse tanks and by way of the Stineman system. All of KOMO-TV's original experiments were carried on in a Morse tank and excellent results were obtained but these systems require clean, systematic procedure.

"KOMO-TV has experimented with five different techniques in one variation or another. All will produce acceptable results and offer unlimited possibilities for handling color newsreel film. Problems will be encountered but they exist largely because of some small error along the way. To the man who has never processed black-and-white reversal it may indeed seem a complicated system . . . to the man who knows reversal it is not a great deal different. Anscochrome offers a margin of error."

WMGT (TV) Staying Off Air While New Tower Is Built

WINDS of hurricane force destroyed the antenna and part of the transmitting tower of WMGT (TV) Pittsfield, Mass., Feb. 25 and the station will be off the air while a new tower is being constructed, according to Alan D. Vaber, program director.

"Because of adverse weather conditions on Mount Greylock, where the transmitter is located, work on rebuilding may take as long as four months," said Mr. Vaber, "but we definitely will return to the air as soon as it is completed."



Starting this week,
and for weeks to come, the New York Central will publish a series of Progress Reports. From them, you'll learn how the railroad is keeping ahead of the demands for modern transportation.

We think you'll enjoy a peek into the *new* world of railroading . . . you'll be interested in learning . . .

. . . how the Central's Spectrometer analyzes lubricating oil to keep our Diesels healthy at less cost, and to keep *you* on the go.

. . . how the Central's "seeing eye," the Electron Microscope, looks at low-cost fuel oil and prescribes the medicine which makes it useful at Central's standards.

. . . how the new $350,000 research laboratory which houses these remarkable devices saves the railroad many millions of dollars a year.

. . . how the Central's new lightweight, low-cost, low center of gravity passenger trains—the Train X concept—will be in service this year to make your traveling faster and more enjoyable than ever.

. . . how the Central's new mechanical reefers (refrigerator cars) will keep your perishables fresh en route—*without* using ice! They're part of the 21,800 freight cars costing $169,000,000 on order this year.

. . . how the Central's Early Bird freight fleet gets goods to market one day sooner.

. . . how the Central's new automatic "traffic cop"—Centralized Traffic Control—makes two tracks do a better job than four with never a traffic jam.

. . . how the Central's automatic fact-finder—the Centronic "Spaceman"—will make the quickest reservations on earth for you.

. . . how the Central's new automatic machines, like the "shoulder molder," last year smoothed 3200 miles of roadbed—five times faster than by automatic hand tools.

. . . how and why the Central is sending its "brass" to American Management Association schools to polish up on the newest methods in business management.

. . . how the Central is reorganizing its *own* administrative structure to bring the utmost in service to its riders and shippers.

And more. There are lots of exciting things going on behind the scenes at the New York Central. Science is being put to work for us as never before.

It all makes interesting reading. You'll be reading about it this week . . . and in the weeks ahead in reports of progress which never ends.

The New York Central Railroad

Dale Smith, George Gray Named to Crosley Posts

KEY APPOINTMENTS at three Crosley Broadcasting Corp. stations have been announced by Robert E. Dunville, corporation president.

MR. SMITH

Dale Smith has been named sales manager of WLWD (TV) Dayton, Ohio, and George Gray has been named general sales manager of WLW Cincinnati, Ohio. Mr. Smith had been national sales executive for Crosley since 1951 and previously was affiliated with the Storer stations in a sales capacity. Mr. Gray joined Crosley in June 1954 as national sales representative in Dayton

MR. GRAY

MR. CRANE

and previously was general sales manager of WKNA Charleston, W. Va., and sales manager of WJLS Beckley, W. Va.

Earlier Mr. Dunville announced that WLWT (TV) Cincinnati sales executive James J. Crane had been promoted to sales manager of the station [B•T, Feb. 27].

Full Radio Logs Reinstated After Furor in Minneapolis

FULL radio logs have been restored to the radio-tv section of the *Minneapolis Star*, Cowles publication, following a storm of public indignation during a two-week period when only noon-to-midnight radio programs were printed.

The curtailed radio section appeared three weeks ago when the *Star* changed its typographical format. No change was made in tv logs. As soon as the revamped paper hit the streets, phone calls began flooding the WCCO switchboard, jamming it for hours. Irate listeners in most cases blamed WCCO for the change.

In several news programs WCCO explained it had nothing to do with the newspaper's decision and suggested they call the *Star*. Larry Haeg, WCCO general manager, told B•T the announcements were not designed to incite criticism but merely to tell listeners the station had no part in the change.

WCCO-AM-TV is owned 53% by Midwest Radio & Television, of which John Cowles is 47% owner.

NBC O&O's Pushing Merchandising Plan

A CAMPAIGN to build additional retail support for their advertisers is underway by NBC's owned radio stations, according to Max E. Buck, director of merchandising, NBC-owned stations.

The drive already has been launched in New York, and similar campaigns now are being opened in Washington, Chicago, San Francisco and Philadelphia. Aim is to sign up "every" food retailer, chain and independent, to the station's "merchandising team."

In New York, the merchandising campaign took the form of invitation—via a night-and-day announcement schedule on WRCA-AM-TV and double-page advertisements in food trade papers —to more than 20,000 food retailers to become part of its "Chain Lightning." This is WRCA's own merchandising plan, which arranges point-of-sale displays for the station's advertisers.

Each of the stations will have a schedule of "airtime credits" which will allow retailers which take part to keep tabs on amounts of time they will get in return for their cooperation in the promotion.

In New York, for example, retailers which do $1 million a year in volume will be credited $14 in time on WRCA and/or WRCA-TV for every promotion in which they participate. Other cities will work toward crediting air time, although not necessarily in both radio and tv, according to spokesmen, who pointed out that the campaign is primarily designed for radio.

At WRCA-AM-TV, stores which have a volume of less than the $1 million annually will be credited proportionately, e.g., a $500,000-volume retailer will receive $7 in air time per promotion, stores with $250,000 in volume will get $3.50 in time per store-promotion, etc. Under the plan, retailers file certificates of performance after each store promotion.

For some time, WRCA-AM-TV, as part of its Chain Lightning plan, has worked with so-called "quality stores" in the New York area in which retailers had been identified with the stations by displaying a diamond-shaped symbol. These stores received on-the-air promotion.

Montez to WBRC-AM-TV

LOLA MONTEZ, former actress and producer, has been named community projects director for WBRC-AM-TV Birmingham, Ala. A station spokesman said the new position was created in an effort to work closely with local civic groups and to promote group projects which are of interest to the area.

MISS MONTEZ

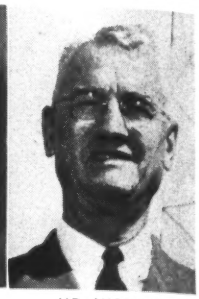
Miss Montez has appeared on the Broadway stage in numerous roles and since 1948 has produced, written and performed for television.

Evans Leaves Hawaiian Ltd., Worrall Resumes as Gen. Mgr.

C. RICHARD EVANS, vice president-general manager, Hawaiian Broadcasting System Ltd., has resigned effective March 1 to enter the field of electronics manufacturing in the U. S. He is tentatively planning to establish an electronics factory in Star Valley, Wyo., with offices in Salt Lake City and New York.

J. Howard Worrall, HBS president and for many years its general manager, has resumed his former general managership duties, replacing Mr. Evans. Melvin B. Wright, national sales account executive, was promoted to manager of station operations.

MR. EVANS



MR. WORRALL

HBS owns and operates KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU (TV) Wailuku, all Hawaii.

KCMO-TV Begins Operations From 1,042-Ft. Antenna

KCMO-TV Kansas City has put into operation what it claims to be the world's tallest self-supported tv antenna.

The new antenna, 1,042 feet above the ground and 1,330 feet above average terrain, cost nearly $500,000 and is located in downtown Kansas City. It is a Lehigh structural steel tower and was erected by C. H. Fisher & Assoc., Portland, Ore.

KCMO-TV, a Meredith station, currently is planning to double its present studio space in anticipation of color telecasting, according to General Manager E. K. (Joe) Hartenbower.

O'Neill, Armstrong Named To Mid-Continent Posts

APPOINTMENTS of James F. O'Neill, KOWH Omaha, and William L. Armstrong, WTIX New Orleans, to the post of program director at their respective stations have been announced by Todd Storz, president of Mid-Continent Broadcasting Co.

MR. ARMSTRONG

MR. O'NEILL

Mr. O'Neill has been with KOWH since 1948 in various capacities and is being moved up from production director to his new position.

Mr. Armstrong has been with Mid-Continent since 1954, first with KOWH and then to WTIX in September of that year.

Broadcasting the News

by TOM FRANKLIN

News Editor of KING, Seattle

- written by a top newsman!
- sold to the newsrooms of hundreds of radio stations!
- adopted as a textbook by universities!
- Chosen as one of the best books of the year by PAGEANT PRESS!

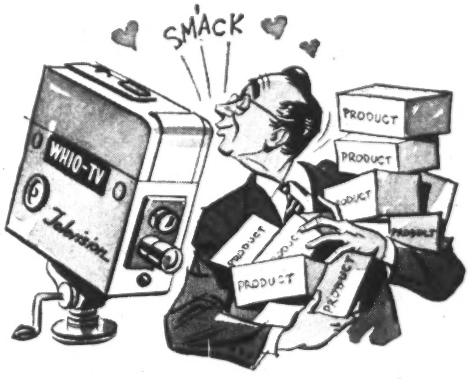
Get this first practical handbook for the radio newsman; comprehensive, easy-to-read invaluable to professionals and students. $3.00—Pageant Press, 130 W. 42 St. NY 36

1.

With the gals, MacEvelly was never inept,
Though the one that he fell for would never accept.

2.

But at last he prevailed! This guy will go far, gents.
He wangled one ticket to "No Time for Sergeants".



3.

Right show—and right audience—won his objective.
With your Dayton sales you should be as selective!

SEC. 4 SEAT 2 ROW 1

MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To make a hit in the Dayton Area

THE SHOW MUST GO ON whio-tv

WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich surrounding area as well. (37 counties, 26 in Ohio and 11 in Indiana; $2,161,341,000 retail sales.) To sell these 511,310 enthusiastic set owners, representing a set saturation of 86.1%, concentrate on our dominant* coverage. Ask National Stage Manager George P. Hollingbery for market data and choice reservations.

*A. R. B. December report shows that WHIO-TV had ALL 10 OF THE TOP 10 SHOWS!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

NBC Owned, Operated Outlets Report Sales Gains in January

NBC owned and operated stations have started the new year with "substantial sales gains" over those reported for January 1955, Charles R. Denny, vice president of the stations and NBC Spot Sales, reported last week. He said that both the stations' national spot and local business in January "increased heavily" over the same month last year.

In national tv spot sales, WRC-TV Washington reported a 57% increase, WNBQ (TV) Chicago a 41% increase and WRCA-TV New York a 6% gain; in local tv sales, KRCA (TV) Los Angeles reported a 74% increase, WRC-TV a 40% gain and WRCA-TV a 25% increase.

In national radio spot sales, WRC gained 39%, KNBC San Francisco 22%, WMAQ Chicago 13%; in local radio sales, KNBC led with 48%, WRC reported 40%, WMAQ with 29%, and WRCA with 27%.

Other NBC owned and operated stations reporting sales records were WRCV-AM-TV Philadelphia and WBUF-TV Buffalo.

KUDL Kansas City Bought By Tele-Broadcasters Inc.

KUDL Kansas City, Mo., has been purchased by Tele-Broadcasters Inc. (H. Scott Killgore) for $175,000, the firm has reported. Mid-America Broadcasting Co. (David Segal) was the seller; the sale is subject to the usual FCC approval.

Tele-Broadcasters also announced a stock issue beginning today (Monday) of 200,000 common shares to be sold at $1.50 per share through Joseph Mandell & Co., New York. Proceeds are to be used for further expansion and station acquisition. Tele-Broadcasters owns WKXV Knoxville, Tenn.; WKXL Concord, N. H., and WARE Ware, Mass. R. C. Crisler & Co. was broker in the KUDL transaction.

Triangle Pub. Takes Over WFBG-AM-TV Altoona, Pa.

FORMAL TRANSFER of WFBG-AM-TV Altoona, Pa., from Gable Broadcasting Co. to Triangle Publications Inc. was effected last fortnight. The $3.5 million sale was approved by the FCC in January.

Roger W. Clipp, general manager of Triangle's radio-tv division, said that Triangle does not plan to reassign personnel to Altoona. He said the division's headquarters staff will work closely with WFBG-AM-TV as is done with other Triangle properties.

Triangle, owned by Walter H. Annenberg and family, also owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; 50% of WHBG Harrisburg, Pa., and publishes the *Philadelphia Inquirer, Tv Guide* and other publications. Application for approval of its purchase of WLBR-TV Lebanon, Pa., is in hearing at the FCC.

KTBC-TV Hour Rate to $400

KTBC-TV Austin, Tex., effective March 1, increased its rates approximately 14%, according to General Manager J. C. Kellam. The base hourly rate was increased from $350 to $400.

WITI-TV Shows Vitascan To Milwaukee Adv. Club

CLOSED-CIRCUIT tv demonstration of DuMont Vitascan equipment was conducted by Independent Television Inc. for 175 members of the Adv. Club of Milwaukee last Thursday.

Independent is licensee of WITI-TV Whitefish Bay, Wis., which plans to start operation as an independent station on ch. 6 May 21. Independent is headed by Jack Kahn, president and major stockholder (25%). WITI-TV will be represented by the Branham Co.

The station will be on the air 60 hours weekly at the outset with about 35-40 hours in color, mostly film. Eventual plans call for 90% of programs to be in color. Temporary studios are located in the Bay Shore shopping area adjoining Whitefish Bay, which is near Milwaukee. Permanent facilities will be located in Mequon, Wis.

KRCA (TV) Heavy on Color

KRCA (TV) Los Angeles currently is televising some of its programs in compatible color through the cooperation of RCA. NBC color vans, backed up to the studio, are being used, with RCA paying for extra transmission cost, according to Thomas C. McCray, the station's vice president and general manager.

The colorcasts, scheduled through March 17, include *Jack Latham News, KRCA Kapers, Carveth Wells Explores the World,* Peter Potter's *Juke Box Jury, Norvell Gillespie* and *Faith of Our Children.*

First in Flint

MICHIGAN'S FASTEST GROWING MARKET

Flint is Michigan's 2nd biggest market with peak employment (150,600) top earnings (average $112 weekly), greater buying, building and banking! Those who know Flint best are *local advertisers* and they just naturally flock to WKMF for results on radio. And no wonder . . . WKMF is Flint's *FIRST* exclusive "Disc Jockey" Station . . . FLINT'S *ONLY* 24 hour station . . . FLINT'S *FOREMOST* news station with newscasts every hour on the hour . . . FLINT'S *OUTSTANDING* station for leading sports events. Get on WKMF and get the proof!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit · WKMF Flint, Mich. · WKHM Jackson, Mich. · WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

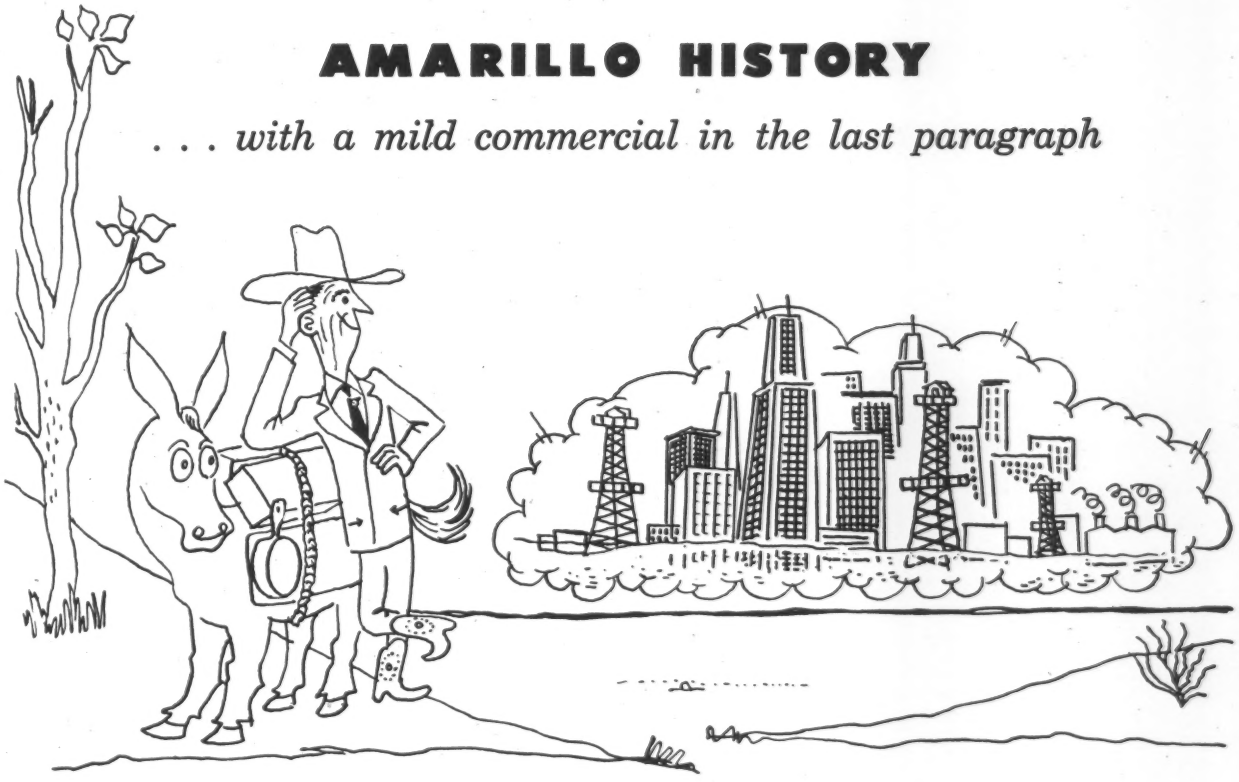
Fred A. Knorr, President

Eldon Garner, Managing Director

KNORR Broadcasting Corporation

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

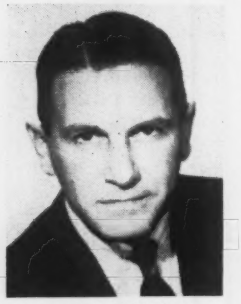
Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in retail sales per household, is close to the stuff an advertiser looks for when he wants business. KGNC gives its advertisers a clean shot at Panhandle hospitality and loyalty.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Dannenbaum Gets WBC National Sales Office

APPOINTMENT of Alexander W. (Bink) Dannenbaum Jr., formerly sales manager of WPTZ (TV) Philadelphia until its sale to NBC last month and since then assistant general manager of WRCV-AM-TV Philadelphia, as national sales manager of Westinghouse Broadcasting Co., is being announced today (Monday) by Donald H. McGannon, WBC president.



MR. DANNENBAUM

He succeeds Eldon Campbell, who resigned effective last Monday [B•T, Feb. 27].

NBC and WBC switched stations last month [B•T, Feb. 13] as the former absorbed KYW-WPTZ (TV) Philadelphia and the latter, WTAM-WNBK (TV) Cleveland. New Cleveland call letters are KYW-AM-TV.

Mr. Dannenbaum, who joined WBC at the time of its purchase of WPTZ (TV) in 1953, will make his headquarters at the network's executive offices in New York. A veteran of many years in radio, he began his broadcasting career in 1935 as a radio time salesman with WDAS Philadelphia, remained with the station (except for four years in the Army during World War II) until 1946, joined WPEN in that city as commercial manager and moved to WPTZ (TV) three years ago in a similar position.

He is president of the Television, Radio and Advertising Club of Philadelphia, a member of the Poor Richard Club, Radio & Television Executives Society (New York) and Philadelphia Public Relations Assn.

Anderson Bankruptcy Plan Offers 25 Cents on Dollar

PROPOSAL by Sheldon Anderson (KCOK Tulare, Calif.) to settle unsecured debts by paying 25 cents on the dollar will be the subject of a hearing March 12 in U. S. District Court in Fresno, Calif.

In a legal notice issued Feb. 17 by William A. McGugin, referee in bankruptcy, Mr. Anderson proposed to pay all claims of $50 or less within 60 days after confirmation of his plan, without interest. For all claims over $50, Mr. Anderson proposed to issue a promissory note for 25% of the debt of each creditor with interest at 4%, to be paid over a period of six years or more. Alternatives provide that these debts can be settled for an immediate 10% payment, or by contracting for advertising time on KCOK (1 kw on 1270 kc) in the full amount of the debt, or by converting the promissory note to preferred stock of KCOK Inc.

Petition for bankruptcy was filed by KCOK last year [B•T, Aug. 29, 1955]. Listed were 367 creditors and $752,985 in obligations and $53,310 in assets. Of the debts, $373,964 were in secured liabilities, $353,337 in unsecured debts, $23,620 in federal taxes, $1,057 in local taxes and $1,015 in wage claims.

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicity offered securities in the past ten years.
- Has negotiated private financings in excess of $700,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Westinghouse Reports Record Station Sales

SALES AND PROFITS last year of the television and radio stations of Westinghouse Electric Corp's broadcasting subsidiaries reached "the highest level in history" during 1955, according to the corporation's annual report Friday. No dollar figures of sales and profits was available.

The report also noted that Westinghouse Broadcasting Co. recently had exchanged its television and radio stations in Philadelphia for television and radio outlets in Cleveland, which had been owned by NBC. It said the transaction included the payment by NBC to Westinghouse of $3,027,000.

During 1955, the report said, the Electronic Tube Div. produced a 22-inch, all-glass picture tube for color television, featuring a rectangular shape and "shadow-mask" color separation method [B•T, Feb. 20].

The new color tube, which has not been placed on the market, can be manufactured with techniques similar to those used in standard black-and-white tube processes, it was pointed out.

The company reported to stockholders that it will sponsor on television and radio, as it did in 1952, the political conventions, debates and election returns (on CBS). It estimated that through these broadcasts, Westinghouse product messages will reach as many as 81 million persons during each of the conventions.

The report listed sales of Westinghouse Electric Corp. during 1955 at $1,440,976,985 and net income at $42,802,747, as compared with sales of $1,636,184,253 and net income of $79,921,732 in 1954. The declines were attributed to a strike against the company, which began last Oct. 27 and still is in progress, and to an earlier six weeks' stoppage at the East Pittsburgh plant.

KGIL San Fernando, Calif., Purchased by Evangelist

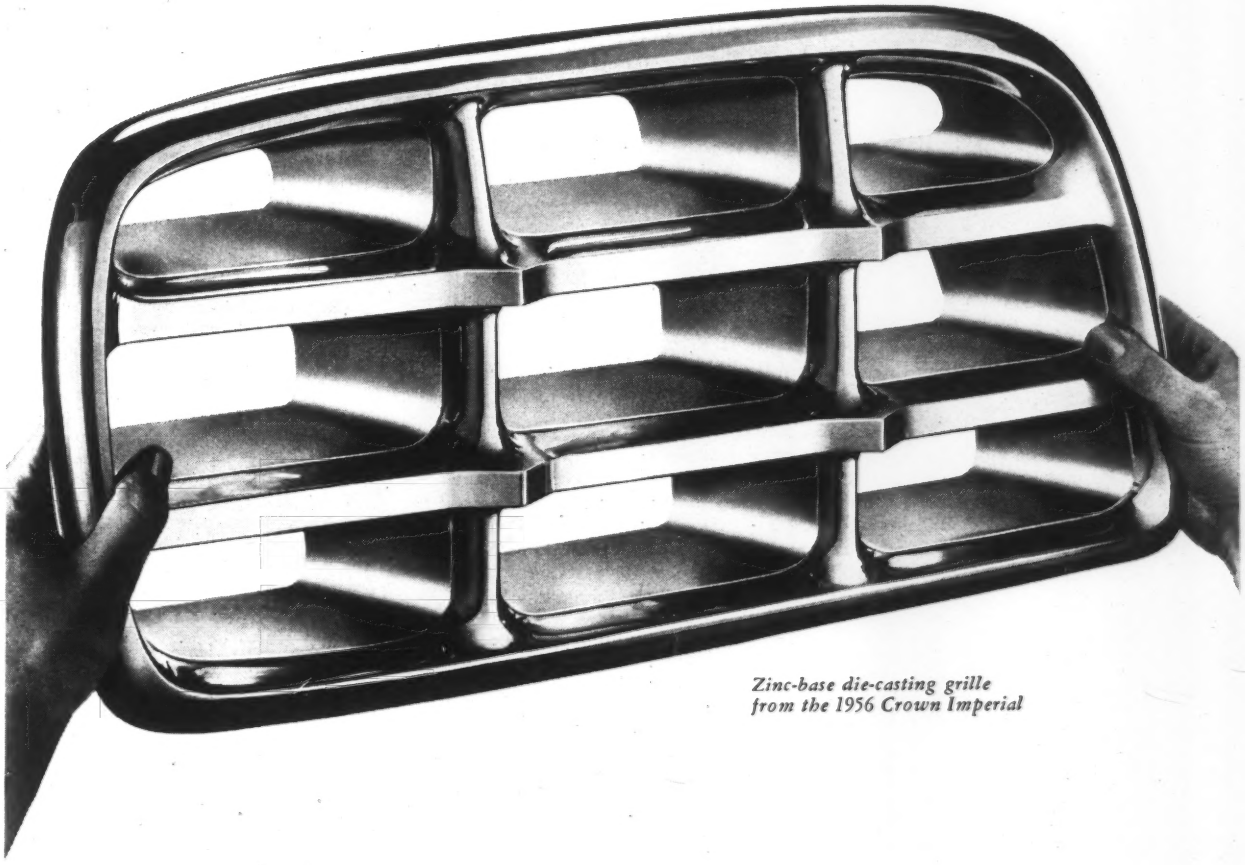
SALE of KGIL San Fernando, Calif., by William Dolph, Herbert Pettey, Howard Gray and Associates for $475,000 cash to Texas evangelist Dr. Pierce Brooks was announced last week, subject to FCC approval. Papers will be filed in several weeks. Dr. Brooks, from Dallas, owns several insurance companies. He has used radio in his ministry.

The Dolph-Pettey group acquired controlling interest in KGIL in July 1953 for $57,000. All stock in the station is being sold to Dr. Brooks, although Mr. Gray, presently part owner, will continue as manager.

Hollywod attorney Milton Golden, representing Dr. Brooks, told B•T a corporation principally owned by the evangelist will take over KGIL and that several other persons from Hollywood and Dallas may be included as part owners.

It was learned KGIL had not been on the market, but that the cash offer was made over the previous weekend and the agreement was negotiated within 72 hours. It was handled by Albert Zugsmith Corp., Hollywood.

Messrs. Dolph and Pettey have major interests in KJBS San Francisco, and KMYR Denver. Mr. Dolph is president of WMT Cedar Rapids and with William Quarton owns 49% of WMT-TV that city. At one time the Dolph-Pettey group owned stations in Milwaukee and Honolulu. Mr. Dolph owns a radio-tv production and talent management firm in Washington.



Zinc-base die-casting grille from the 1956 Crown Imperial

a Bigger field and a Brighter future for zinc

This is a zinc-base die-casting that you're looking at. You see a lot of them in cars, machinery, appliances, hardware items—in practically every type of product that's formed of metal.

Why? Because zinc base alloys are strong, and easily cast at relatively low temperatures and to close tolerances. They take an attractive finish. They're moderate in cost.

The use of zinc for galvanizing steel is expanding, too—paced by the boom in air-conditioning, construction in general, and the extensive use of galvanized steel grain-storage bins. The growing demand for brass, an alloy of zinc and copper, is calling for larger quantities of the versatile bluish-white metal.

Even the new high in auto tire sales bodes well for zinc—for thousands of tons of zinc, in the form of zinc oxide, are used each year in rubber products.

All of which helps explain the expanding zinc program of The Anaconda Company. Last year, Anaconda plants produced 415,000,000 pounds of zinc, for company account and for account of others. This was about 20% of all U.S. slab zinc, including a substantial part of the "Special High Grade" used by die-casters.

Anaconda offers Industry the world's most extensive line of non-ferrous metals and, with its manufacturing subsidiaries, is constantly seeking better, more efficient ways of using them. 56264A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

PROGRAM MANAGERS of NBC owned and operated stations and stations represented by NBC Spot Sales met in New York last fortnight [B•T, Feb. 27] and devoted much of their time to a discussion of syndicated color film. Among those in attendance were (l to r): seated, Albert G. Zink, WRGB Schenectady, N. Y.; David Crockett, KOMO-AM-TV Seattle, Wash.; Jerry A. Danzig, director of program planning and development for NBC owned stations and NBC Spot Sales; Harold Grams, KSD-AM-TV St. Louis; standing, Richard Close, director, NBC represented stations, and George Patterson, WAVE-TV Louisville, Ky.

NBC Officials Meet to Plan WNBQ (TV)'s All-Color Debut

NBC Central Div. officials will meet with New York network representatives in Chicago this week to chart advertising, sales promotion and other plans concerning the debut of WNBQ (TV) as the world's first all-color station.

The official changeover will be timed with the opening of the NARTB annual convention at the Conrad Hilton Hotel April 15, and all local live studio programs will be telecast in color.

An advertising and promotion barrage is expected, with parent RCA joining in the campaign to sell color receivers and equipment. RCA Victor assumes the role of a "client" in Chicago, sponsoring the filmed *RCA Color Theatre* on WNBQ each Monday evening.

NBC executive talks this week, starting Tuesday (tomorrow), are expected to produce an advertising-promotion-programming blueprint covering other local originations as well. These include *Kukla, Fran & Ollie, Bob & Kay with Eddie Doucette, How Does Your Garden Grow?*, and others still to be added.

Quality Stockholders Vote Support to Proposed Plans

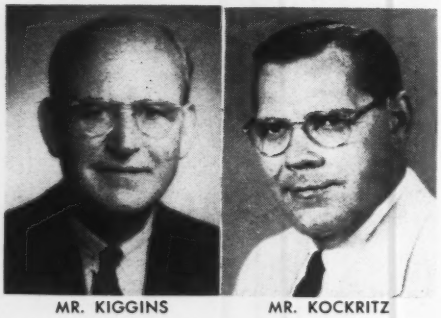
PLAN to expand use of radio by national advertisers in the years ahead, conforming to the Quality Radio Group concept, was approved at a stockholders meeting held Feb. 21 in Chicago. Quality's executive committee will start work on a proposed development of programming designed to serve as a vehicle for delivery of the national advertising message.

Stockholders reaffirmed their faith in the Quality concept at what was described as an enthusiastic meeting. Eighteen stockholders were represented. Ward Quaal, WLW Cincinnati, presided as Quality chairman-president. William Wagner, WHO Des Moines, is secretary-treasurer; W. Howard Summerville, WWL New Orleans, is vice president, and William B. Ryan is executive vice president. Quality officers were praised for their contribution to the group and service to the medium as a whole.

Quality's operation, Mr. Quaal said, "is a mutual effort by a group of leading stations to emphasize the tremendous value of radio as a source of entertainment, news and information and as a low-cost medium for national advertisers."

Kiggins, Kockritz Appointed Storer Broadcasting V. P.'s

KEITH KIGGINS and Ewald Kockritz, both veteran broadcasters, have been elected vice presidents of Storer Broadcasting Co. by the company's board of directors, it was announced



MR. KIGGINS MR. KOCKRITZ

last week by Lee B. Wailes, Storer executive vice president.

Mr. Kiggins, before joining the Storer organization in 1954 as administrative assistant to President George B. Storer, was station relations director at NBC, vice president of its Blue Network, and vice president of ABC. In 1948, he established his own radio-tv consulting firm.

Mr. Kockritz, director of programming for Storer, was in the promotion departments of WLW and WSAI, both Cincinnati, Ohio, and was program director at KTHS, then at Hot Springs, Ark., before joining the Storer organization in 1941 as promotion manager of WAGA Atlanta.

Mendelsohn WTAC Manager

DAVID MENDELSOHN, sales manager of WTAC Flint, Mich., has been appointed manager of the station, it was announced last week by John M. Shaheen, president of Founders Corp., which owns WTAC.

Mr. Mendelsohn, who has been with the Flint station for the past seven years, replaces Jon R. McKinley, who has become general manager of Founders' tv outlet, KTVR-TV Denver.

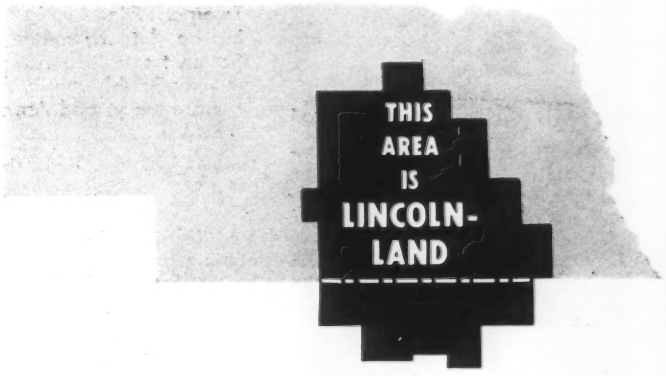
Georgia Big Five Stations Tailor Farming Broadcasts

CHANGING PATTERNS in Georgia agriculture are bringing a rearrangement of farm programming on the Big Five stations in that state. Changes were outlined at a meeting of station representatives and their national representative, Avery-Knodel Inc., in Atlanta a fortnight ago.

With the peach and cotton crops "on the decline," the stations are planning special services to the agricultural interests of their respective areas. Northeast Georgia, leading poultry and broiler district, will be served by WGST Atlanta and WGAC Augusta; WTOC Savannah will give its attention to naval stores and pulp wood tree farmers; WRBL Columbus will tailor its agricultural broadcasts to those interested in peanuts, pecans, and watermelons, and WMAZ Macon will concentrate on the middle Georgia livestock industry.

EXECUTIVES of CBS-owned television stations and of CBS-TV Spot Sales met in New York [B•T, Feb. 27] to discuss all phases of network programming and sales, probing the spot announcement situation extensively. Among those at the second annual meeting were (l to r): Edmund C. Bunker, general manager of WXIX (TV) Milwaukee; Sam Cook Digges, WCBS-TV New York, general manager; James T. Aubrey, KNXT (TV) Los Angeles, general manager; Merle S. Jones, vice president in charge of CBS owned tv stations; Gene Wilkey, CBS-TV representative in St. Louis; H. Leslie Atlass, vice president and general manager of WBBM-TV Chicago, and Craig Lawrence, director of CBS owned tv station administration.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV delivers Lincoln-Land—a 42 county area, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This big, important market is as independent of Omaha as South Bend is of Fort Wayne . . . Hartford is of Providence . . . or Syracuse is of Rochester.

Lincoln-Land has 200,000 families—*125,000 of them unduplicated by any other TV station!* The latest Telepulse shows the significance of this "unduplication". It credits KOLN-TV with 138.1% more afternoon viewers than the next station, 194.4% more nighttime viewers!

Ask Avery-Knodel for full facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WWPG Palm Beach, Fla., Makes Personnel Changes

NUMEROUS personnel changes have taken place at WWPG Palm Beach, Fla., following change in ownership late last year from Palm Beach Broadcasting Corp. to Palm Beach Radio Corp.

Robert L. Davis, formerly commercial manager, now is general manager; Marion Tappe, formerly traffic manager, now is promotion manager and woman's director; Rosalind Calking has succeeded Mrs. Tappe in traffic; Charles Bryan has moved from WEAT West Palm Beach to take over a nighttime disc jockey program; Al Cassidy, formerly of WMPS Memphis, Tenn., has become disc jockey-salesman; Bob Dolan, from Jerry DeJaco Agency, West Palm Beach, has become a salesman, and Peg Maceachron, from WIRK West Palm Beach, has been assigned to the woman's sales and service department.

WISN-TV Gets Equipment

INSTALLATION of new equipment providing extensive remote pictures has been completed at WISN-TV Milwaukee, according to I. E. Showerman, vice president and station manager.

The equipment, two RCA microwave relay units and a Universal Zoomar lens, provides greatly improved pictures from nearby remote locations and enables pick-ups to be made from hitherto inaccessible and more distant sites, according to Mr. Showerman.

WTVJ (TV) Color Plans Set

WTVJ (TV) Miami expects to have new color equipment installed and in operation by March 21, when the station begins its eighth year of telecasting, according to Mitchell Wolfson, station president.

Mr. Wolfson said that 118 crates of RCA color tv equipment have been received. Included in the shipment were a complete studio color camera and a film and slide color chain, with all accessories necessary for transmitting.

New Rate Card at WWJ

RATE CARD No. 34 went into effect last week at WWJ Detroit. In the Monday through Saturday Class A category, one hour, one time costs $480; in Class B, $360, and in Class C, $240.

KBTV (TV) Issues Rate Card

KBTV (TV) Denver has issued a new rate card with increases in the station's Class A and Class B national charges. The Class A one-hour, one-time rate has been raised from $600 to $650 and the Class B one-hour, one-time rate from $360 to $390.

REPRESENTATIVE APPOINTMENTS

WLBG Laurens, S. C., appoints Indie Sales Inc., N. Y., for national sales.

WITI-TV Whitefish Bay, Wis., names The Branham Co., Chicago. Station slated to go on air in May.

WNDU South Bend, Ind., U. of Notre Dame outlet, appoints Robert Meeker & Assoc. as national sales representative, effective March 1. Meeker Tv represents WNDU-TV.

REPRESENTATIVE PEOPLE

Robert Lethbridge, formerly account executive with DuMont Network and NBC Spot Sales, to sales staff of Weed Television Corp., Chicago.

ROY NEELY, president, Schenuit Tire Co., Baltimore, signs to sponsor Tel-Ra-produced *Telesports Digest* on WAAM (TV) that city. The weekly show began last Thursday. Looking on (l to r): seated, Ken Carter, WAAM general manager, and Edgar Spilman, Schenuit executive vice president; standing, Ben Kritt, Schenuit distributor in Baltimore; Murray Goldsborough, WAAM account executive; Harry Feldstein, Kuff & Feldstein advertising agency, and Armand Grant, WAAM sales manager.

Herbert O. Weiss, *N. Y. Daily News'* local advertising department, to The Katz Agency, N. Y., as member of sales staff.

Mrs. Idelle Grote, head media buyer, Allan Marin &Assoc., Chicago, to Chicago office of Edward Petry & Co. as tv traffic manager.

REPRESENTATIVE SHORTS

George P. Hollingbery Co., has moved Atlanta office to larger quarters at 400 Rhodes-Haverty Building, 134 Peachtree St. N.W., Atlanta 3, Ga. Telehone: Lamar 5710.

Hil F. Best Co., am station representative, has enlarged Detroit headquarters in new offices on tenth floor of Park Ave. Bldg.

STATION PEOPLE

N. S. Tweel, station manager, WPLH Huntington, W. Va., appointed general manager of WTCR Ashland, Ky.-Huntington. **"Cousin Johnny" Simpson** to WTCR talent staff for daily broadcasts from new Huntington studios.

Duane W. Ramsey, commercial manager, KMLW Marlin, Tex., appointed general manager, succeeding **Hugh M. McBeath,** to KAND Corsicana, Tex., as special assistant to manager.

Richard C. Wright, commercial manager, WLEX-TV Cleveland, Ohio, appointed program-operations director of station.

Perry J. Brown, sales staff, WTAO Boston, named sales manager.

Daniel E. Martin, account executive, merchandising manager and sales service manager, WBBM Chicago, to WNDU South Bend, Ind., as sales manager.

Bernie Gress appointed program director-sales manager, KGHM Brookfield, Mass.

Walter B. Bruce, advertising and sales promotion manager, Grand Union stores, E. Paterson, N. J., named senior account executive and merchandising director, WABD (TV) New York.

William E. Coyle, promotion-research director, *The Washington* (D. C.) *Evening Star,* to WRC - AM - FM - TV Washington as director of promotion, advertising and public relations.

MR. COYLE

Ralph A. Petti Jr., sales manager of K W B Y Colorado Springs, Colo., promoted to sales manager and assistant to owner-operator John L. Buchanan.

Robert A. Rubins, formerly with Denver and Greeley, Colo., stations, to KVWO Cheyenne, Wyo., as assistant manager.

Henry T. Wilcox, account executive, KPOA Honolulu, appointed local sales manager for KPOA and Inter-Island Network. Newscaster **Edward Mundy** named account executive, succeeding Mr. Wilcox.

MR. WILCOX

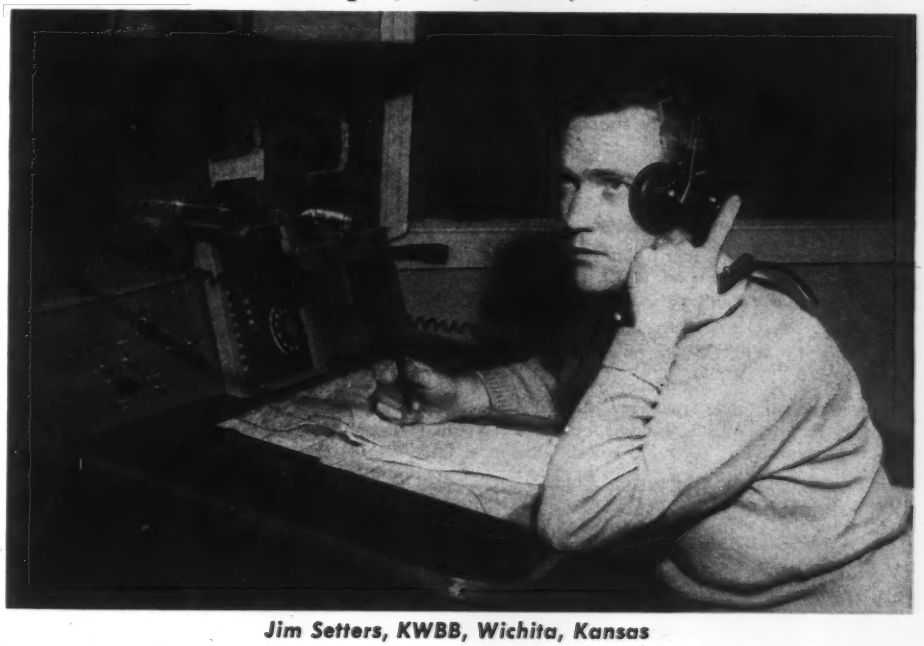
MR. MUNDY

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"House Trailer Burning . . .

. . . here's the details."

John Wagner, KWBB, Wichita, Kansas



Jim Setters, KWBB, Wichita, Kansas

Case History No. 18

The temperature outside was eight degrees and the city of Wichita was mostly asleep at quarter of five in the morning.

News Director Jim Setters was monitoring the emergency radios at Radio Station KWBB, listening between police, highway patrol and fire department frequencies.

"Send fire equipment . . . there's a trailer burning . . . people trapped."

Directions followed. In minutes the fire department was in action. And so was KWBB. Setters quickly dispatched Newsman John Wagner with one of the station's five mobile units.

Wagner and the fire trucks reached the scene almost simultaneously. Wagner quickly learned that four persons were in the trailer; that all efforts to open the trailer had been unsuccessful.

It was then Wagner-to-Setters-to-AP in Kansas City.

Wagner, on the radio to Setters, gave the names of the four victims. Setters relayed them to AP. Minutes later, Wagner radioed from the scene of the tragedy:

"Ralph Acuna, who discovered the fire, is here, and we can tape his eyewitness. Okay?"

Setters glanced at his watch. It was now 6:45 a.m., and still eight degrees outside. Setters' next newscast was at 7 o'clock.

"AP's on the line," he told Wagner. "Hold the taping. We have 15 minutes before broadcast time. We're going to switch your eyewitness to The AP. Then, we'll tape him as soon as AP gets his story."

Swinging around to the phone, Setters told AP:

"Here's an eyewitness—Ralph Acuna. He can give you the details firsthand."

AP's eyewitness story, taken from Acuna, rolled out on the wires to all AP members while firemen still were chopping at the smoldering trailer in which four people were burned to death.

Through the cooperation of Setters, Wagner and KWBB, radio listeners in Wichita—and listeners to AP member stations everywhere—had the story first, and complete.

Jim Setters and John Wagner are among the thousands who make the AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

David Van Sluyters, advertising manager, Leonard Refineries, St. Louis, Mich., appointed sales manager, WFYC Alma, Mich.

Francis R. Busby, account executive, KTNT-TV Seattle-Tacoma, named retail sales manager.

Jack Murphy, for six years production manager and executive producer, KPHO-TV Phoenix, Ariz., to KOOL-TV Phoenix as program director.

MR. MURPHY

Irv Steinbock, sales manager, KAST Astoria, Ore., to KGW Portland, Ore., to direct sales for station's tourist promotion program.

Charles J. Carey, program manager, WFIE-TV Evansville, Ind., named program manager of WNEM-TV Bay City, Mich.

Arnold Starr, mechandising director, WPAT Paterson, N. J., to account executive, WOR-TV New York.

Robert Weinmann, account executive, KTVW (TV) Tacoma, Wash., to sales staff, KYA San Francisco.

Ralph A. Mlaska, Waterloo, Iowa, to WKRC-TV Cincinnati, Ohio, as chief engineer, succeeding **George A. Wilson,** resigned.

Mal Ewing, accounting and production analyst, Capitol Records, Hollywood, to KLAC Los Angeles as account executive.

Daniel Ries, promotion director, WTVN Columbus, Ohio, to WKRC Cincinnati as account executive.

George Hubbell, sales manager, Luden Co., Reading, Pa., to WIBG Philadelphia, Pa., as sales representative.

Jack Erwin, insurance salesman, Foley-Carter Agency, St. Petersburg, Fla., and **Jack Hitchcock,** operator of private school and former Colorado station owner, to sales staff WSUN-TV St. Petersburg.

Dick Richmond, news department, KLIF Dallas, Tex., to WRIT Milwaukee as director of news and special events.

Bob Edell, account executive, WROK Rockford, Ill., to WGBS-TV Miami, Fla., in same capacity.

Patricia Ryan, program coordinator, KPIX (TV) San Francisco, appointed merchandising and promotion director of KSFO San Francisco.

R. David Mayo, publicity and promotion manager, WAGA Atlanta, transferred to sales staff as account executive.

Marvin Rothschild, former operations and traffic manager, WUSN-TV Charleston, S. C., to WADS Ansonia, Conn., as account executive.

R. L. McQuage returns to WJHP Jacksonville, Fla., as account executive, after eight years with another Florida station.

Charles H. Helliwell, account executive, MBS Chicago, to Chicago sales staff of Crosley Broadcasting Corp.

Dale Elliott, continuity director, KENS-TV San Antonio, Tex., returns to KTSA San Antonio as promotion and merchandising manager. He formerly served in KTSA program department.

Charles Cash, former program director, WTIK Durham, N. C., to WTVD (TV) Durham, as promotion director.

John P. Highlander, production director, WHA-TV Madison, Wis., appointed assistant program manager, KPIX (TV) San Francisco. **Donald W. Mills,** KPIX sales promotion department, promoted to publicity director.

Robert Paris, formerly in sales promotion department, Southern Wholesalers, Washington, D. C., to WGAY Silver Spring, Md., as account executive.

Donald B. Cook, CBS Hollywood, appointed executive producer, KNXT (TV) Hollywood, replacing **Bob Quinlan,** moving to New York as producer-director in CBS-TV news and special events department.

S. M. Rosenman, producer-director, WXIX (TV) Milwaukee, named production manager.

Frederick Buschmeyer, director, WGR-TV Buffalo, N. Y., promoted to production manager, succeeding **Warren Rossel,** resigned to join Ketchum, MacLeod & Grove, Pittsburgh agency, as radio-tv producer. **Jack Dosdourian,** director, WGR-TV, named night production manager. Other station promotions: **Marshall Reuther,** head floor director, to director; **Michael Masino,** floor director, to head floor director; **Remigius R. Reade,** floor director, to summer replacement director.

Oscar Rose, former executive writer-producer, United Nations radio-tv department and assistant program director, WOV New York, to WCBS-TV New York, as producer, public affairs department.

Fred Lemoine, engineer, WXIX (TV) Milwaukee, appointed director, succeeding **Mort Rosenman,** earlier named production manager.

Edward O. Kopriver, WTVN-TV Columbus, Ohio, named studio supervisor of engineering department. **Malcolm S. Hilty Jr.** to property manager, succeeding **Spanky Reese,** resigned to join WDMJ Marquette, Mich. **Don Clinger** appointed night property supervisor, replacing **Chuck Lorius,** resigned.

Robert Robertson, U. S. Marine Corps veteran, to WGAR Cleveland, Ohio, as public relations director.

Gene Gallagher, former restaurant owner, to WLWC (TV) Columbus, Ohio, as sales service director, replacing **Dick Reed,** appointed account executive.

Virginia Fields, graduate U. of Washington, Seattle, to WIRE Indianapolis as traffic manager.

Don Joe, salesman-sportscaster, KMA Shenandoah, Iowa, to KFEQ St. Joseph, Mo.

Don Arthur, sportscaster, WDUZ Green Bay, Wis., to WISN-TV Milwaukee, as announcer-sportscaster.

Bruce Rice, sports director, KWFT-AM-TV Wichita Falls, Tex., to KCMO-AM-FM-TV Kansas City, Mo., as sportscaster.

Charles R. Hughes, officer-in-charge, AFL-TV, Armed Forces station at Loring Air Force Base, Me., to WTOP Washington, D. C., as staff announcer.

Tom Franklin, sports, news and special events staff, KING-TV Seattle, Wash., to KOVR (TV) Stockton, Calif., to handle San Francisco Seals baseball telecasts.

E. J. Haling, formerly public relations-continuity director, WFAA Dallas, Tex., and WBAP Fort Worth, to Internal Revenue Service as special assistant to regional commissioner for five southwestern states.

Roy Westburg, WTCN-TV Minneapolis-St. Paul and **Jim Vaughn,** WDSM-TV Duluth-Superior, to WCCO-TV Minneapolis-St. Paul as engineers. **Bill Wren,** WCCO-TV engineer, resigned to join Northwest Filming Inc., Minneapolis. **Jerry Rosholt,** news editor, KSTP-TV Minneapolis-St. Paul, to WCCO-TV in same capacity.

Bill Terry, announcer, KFJZ-AM-TV Fort Worth, Tex., to radio sales staff, KFJZ. **Bob Weatherford,** student, Arlington State College, to KFJZ-TV as floorman. **Lee Elias,** KFJZ-TV, to KFDA-TV Amarillo, Tex., as salesman.

Victor C. Diehm, president, Vic Diehm Assoc. stations (WVDA Boston, WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me.; WHOL Allentown, Pa., WHLM Bloomsburg, Pa.), named to 26-member committee of National Planning Assn. to study and develop relief program for labor surplus areas.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., elected president of Live Wire Group of Ohio Valley Board of Trade.

John S. Hayes, president, WTOP-AM-FM-TV Washington, appointed to business advisory committee of American U. School of Business Administration, Washington.

C. L. Thomas, vice president-general manager, KXOK St. Louis, elected secretary of Campbell House Museum.

Frank J. Voss, former general manager, WRAW Reading, Pa., named public relations manager of Dana Corp. (automotive, industrial communications parts), Toledo, Ohio.

Michael Stanley, news director, WJOC Jamestown, N. Y., appointed to board of directors of Jamestown YMCA Men's Club.

Stan Torgerson, director of sports, WHBQ Memphis, Tenn., elected president of Mid-South Basketball Officials Assn.

Jack Kelly, manager, WRFW Eau Claire, Wis., father of girl, Margaret Mary, Feb. 10.

Kendall Smith, program director, WHYN-TV Springfield-Holyoke, Mass., and **Ronald Langevin,** staff projectionist, both fathers of boys, Feb. 22.

Bob Stabler, manager, KTLU Rusk, Tex., father of boy, Jeffrey Calvin.

Mike Cassidy, account executive, KGO-AM-FM-TV San Francisco, father of twin boys, Denis A. and Dan B., Feb. 16.

Robert M. Hoffman, director of sales planning and development, WOR-AM-TV New York, father of boy, Andrew Todd, Feb. 21.

Gordon Laughead, sales representative WNAX Yankton, S. D.-Sioux City, Iowa, father of boy.

Bob Koolage Jr., WEED Rocky Mount, N. C., father of boy, Robert Newton III, Feb. 13.

Tom Haley, host of *Morning Surprise,* KYW-TV Cleveland, Ohio, father of girl.

Alan Newcombe, staff announcer, WBT and WBTV (TV) Charlotte, N. C., father of girl, Nancy Ann, Feb. 10.

Don Flanagan, cameraman, KFJZ-TV Fort Worth, Tex., father of girl, Janet Ann.

Bill Gildersleeve, program manager, WMUR-TV Manchester, N. H., father of girl Feb. 17.

Dick Sinclair, staff announcer, KFI Los Angeles, father of boy, Dick Jr., Feb. 12.

READ THIS AND REAP!

CRITICS' REACTION TO NEW YORK PREMIERE!

"World-Telegram" – Harriet Van Horne

"SHEENA BRINGS FRESH AIR TO TV — I don't know who will stand on the golden threshhold and receive this year's Emmy Awards, but I'd like to suggest right now that they strike off a special medal for Irish McCalla, little sister to Tarzan of the Apes.

"If you have anything else booked for the next 25 weeks, cancel it."

"News" – Ben Gross

". . . that new WPIX series, "Sheena, Queen of the Jungle", surely has got what it takes to draw an audience . . . should be as popular as ice cream at a toddler's birthday party. And in the event you missed the premiere, be informed that this Irish McCalla . . . portrays Sheena and can swing from a tree even more expertly than Tarzan himself. Also she has a pal, the cutest, smartest chimp you ever saw.

"There's danger, romance, villainly, beautiful scenery and high adventure in the very depths of darkest Africa. So, if you're seeking escape from the cares of the office, the dishes to be washed or the children to be fed, here's your chance."

"Journal-American" – Jack O'Brian

"Sheena , starring a treetop-tall blonde jungle type named Irish McCalla, wasn't bad at all . . . Irish, or Sheena, is a leggy lassie of six feet or more with ample dimensions which seem to shrink into a not unattractive girlishness.

"The first episode was diverting, well photographed, its problem broad and clear, with bad guy and girl circumvented in the end by resourceful Sheena."

TOP RATINGS 'ROUND THE COUNTRY

*ATLANTA: 17.3, 61.8% share; outrating combined competition by 60.2%.

*LOS ANGELES: 12.4, 28.4% share; tops in time period!

*SAN FRANCISCO: 17.3, 45.4% share; first in time slot!

†BATON ROUGE: 22.8, 53.9% share; #1 in time period.

*FRESNO: 29.2, 73.7% share; drubbing combined competition by 181%!

*SAN DIEGO: 23.8, 53.8% share; highest rated children's vidfilm in town!

†LUBBOCK: 19.3, 55.1% share; tops in time slot!

* ARB † Telepulse

Want audience action? Join the safari to sales with

SHEENA, QUEEN of the JUNGLE

Some choice markets still available — write, wire, call:

ABC FILM SYNDICATION, INC., 10 East 44 Street, New York 17, N. Y., OXford 7-5880

ABC SEES CHANCE TO CATCH RIVAL TV NETWORKS BY 1958

Three years after its merger with United Paramount Theatres the 'third network' can look back on satisfying advances and forward to bright prospects. B•T has prepared the following status report on its operations and outlook at midpoint of its first 'five year plan.'

WHAT ARE ABC's chances of catching up—in the reasonably near future—with CBS and NBC?

ABC's President Robert E. Kintner says they're good. He's confident that ABC will overtake the others by early 1958.

Three years ago ABC was a hungry operation. Then, finally, the long-awaited merger of ABC with United Paramount Theatres received FCC's approval in February 1953, and gladsome coin became available from UPT's well-stocked bank account. Officials cautioned that miracles would not occur overnight, but at the same time they set themselves a goal—to pull abreast of the other networks in five years.

Mr. Kintner's views on the progress of the "five year plan" and the prospects of attaining parity on schedule were given B•T in an anniversary-month interview which also ranged across ABC's color television plans, entry into spectacular-type programming next fall, network radio outlook and planning, as well as its progress toward the goal of equality (excerpts from the interview start on page 68).

"We think that in two years' time the three networks will be on a par in all respects," Mr. Kintner asserted. "We hope in that period that the FCC will take such action that there can be three competitive services in the largest population communities of the country. We think the result would be good for all networks and that programming would be improved. It would be good for the advertiser by giving him a greater choice, and obviously it would be good for the public because it would give better and additional program service. While we expect to reach these goals in two years, I don't want to appear cocky, because I must say that NBC and CBS are pretty tough."

As evidence of ABC's "decided progress" in the past three years, Mr. Kintner cited ABC-TV billings: up from $21 million gross in 1953 to more than $50 million in 1955. And time sold: up from approximately 35 quarter-hours in January 1953 to 150 in January 1956. And audience: up 43%, for a typical commercial message, in a year's time.

The following table shows how far ABC-TV has come—and indicates the size of the gap still to be closed—in the pursuit of the front-runners. Figures are for gross billings, as compiled by Publishers Information Bureau:

	ABC-TV	CBS-TV	NBC-TV
1952	$18,353,003	$ 69,058,548	$ 83,242,573
1953	21,110,680	97,466,809	96,658,551
1954	34,713,098	146,222,660	126,074,597
1955	51,393,434	189,018,121	163,384,796

Coincidentally, it is understood that ABC-TV currently is working on a new rate card to become effective for the new fall season [CLOSED CIRCUIT, Feb. 27].

The statistics cited by ABC to show its rise have to do, almost exclusively, with television. ABC Radio's billings have improved during the past 60 days, but it is generally accepted as fact that, financially, ABC-TV is helping to carry ABC Radio. This is a situation that Mr. Kintner hopes to correct, although it is not unique in network radio today.

In any event, Mr. Kintner sees no prospect of another network radio rate cut, feels there would be room for four and maybe even five radio networks "if radio were properly used as an advertising medium," notes that as part of its revitalization program ABC is "spending more money on radio" now than at any time since tv came in, and says flatly that, come what may, "ABC is going to stay in the radio network business."

He feels much of network radio's trouble stems from "the fact that television is so glamorous that advertisers and their agencies actually are not giving sufficient time and thought to radio buying, which would pay them off in the long run."

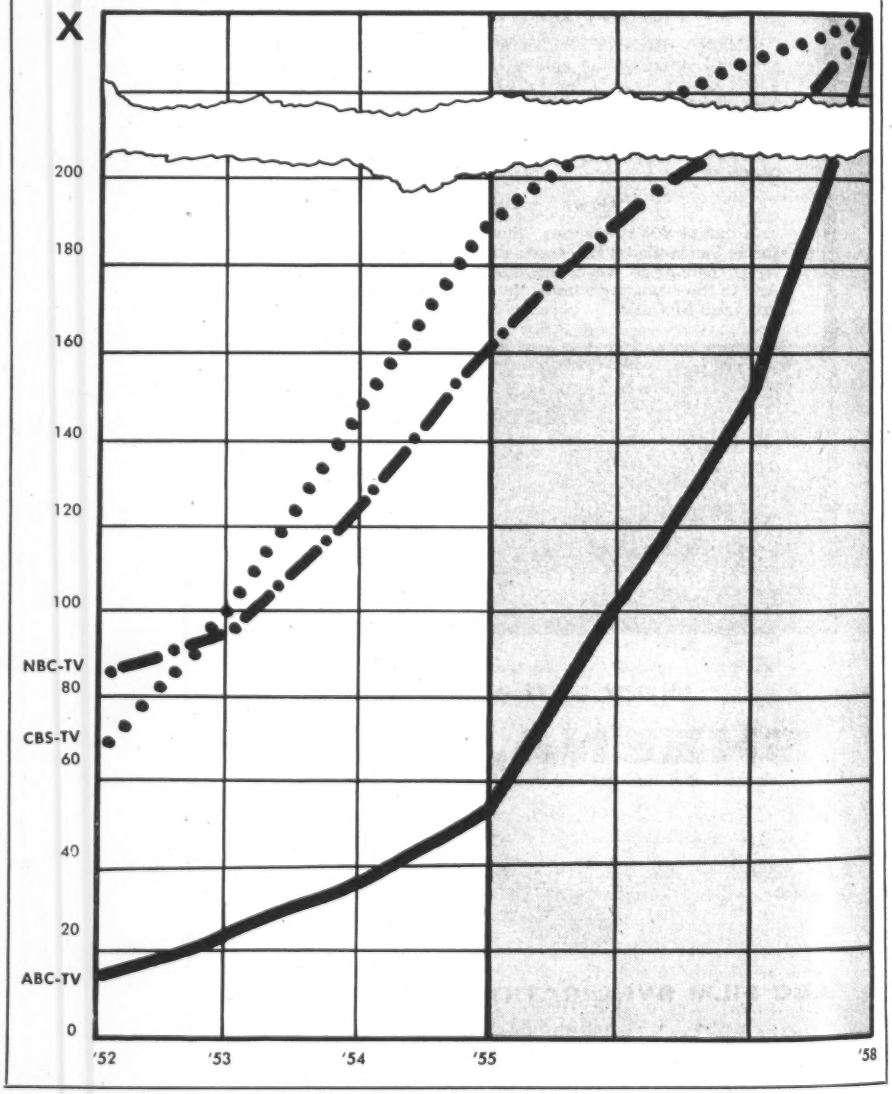
ABC's planning obviously encompasses both radio and television. In television, ABC expects to get into spectacular type programming—Mr. Kintner calls it "special programs" or "little shows"—this fall with, for instance, two shows from the Metropolitan Opera produced by the Met's Rudolf Bing, and "six very adult programs . . . of an offbeat character" to be produced by the Theatre Guild.

Among other innovations, one of nine new film properties for which first films were made last month, is a "command performance" series produced by John Gibbs that will be "the first specially shot television show of 90 minutes that will go on every week."

"In addition," Mr. Kintner said, "we will have *International Theatre*, an hour show produced by Sheldon Reynolds; *Wire Service*, an hour show produced by Don Sharpe; *Frontier Judge*, a half-hour show produced by Jack Chertok; *Publicity Girl*, a half-hour show produced by Jack Chertok; *Tempered Blade*, a half-hour

CAN ABC-TV CLOSE THE GAP?

This chart shows what it's up against. Figures in millions of dollars. X represents the unknown billings figure for 1958, the year President Kintner predicts his network will come abreast of CBS-TV and NBC-TV.



from "ROLL FILM" to "SWITCH TO NETWORK"

WBEN-TV FILLS SECONDS WITH YEARS and YEARS of EXPERIENCE

Into each precious second of your WBEN-TV spots goes the accumulation of years of technical television skill.

Projectionists, control engineers, cameramen and directors represent the ultimate in combined experience in handling your television commercials.

And to this background of mature skills and television know-how WBEN-TV adds its station philosophy of an uncompromising and scrupulous regard for QUALITY inherited from a quarter century of successful radio service and continued in 1948 when WBEN-TV pioneered television in Western New York.

To get the best from your commercials use the station that gives you the best in quality production . . . best in coverage. Use WBEN-TV !

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4.....BUFFALO

WBEN TV

CBS NETWORK **BUFFALO, NEW YORK**

WBEN-TV Representative **— Harrington, Righter and Parsons, New York, Chicago, San Francisco.**

REFLECTIONS ON ABC'S CLIMB TO THE BIG TIME

TO GET first-hand information on ABC's progress during the three years since its merger with United Paramount Theatres, B•T went to the man at the helm, President Robert E. Kintner. A team of three editors armed with tape recorder and many questions got from him the answers which follow.

Q: The third anniversary of AB-PT seemed to us a pretty good time to take a look at the progress you have made since the merger of ABC and the United Paramount Theatres, and to see what your plans are for the immediate future. At the time of the merger, I believe you had a goal of attaining equal competitive stature with CBS and NBC within about five years. Are you on schedule?

A: I'm glad you came here on our anniversary. If I may, I'd like to give you just a few statistics on the progress we have made. This may point up our belief that we are advancing toward our goal and our expectation that two years from now we will be equal to NBC and Columbia in business, public and program acceptance, and other criteria on which networks are judged.

In 1955, ABC-TV's gross billings were over $50 million. Two years before that our gross was $21 million. Our gross, comparing the latest month available, December 1955, with the year before, shows an increase of 58% which compares very favorably with the 13% gain for CBS-TV and the 23% gain for NBC-TV. For January 1956, we had approximately 150 quarter-hours of commercial time on the ABC Television Network, which is almost double the 79 quarter-hours we had in January 1955 and almost quadruple the commercial quarter-hours in January 1953. While I don't want to bore you with statistics, I think they do point up our three-year progress and the opportunity we have in the next two years.

The audience for our programming in television is growing faster than ever before, and actually is growing faster than the other networks. To put it one way, the typical commercial message on ABC-TV was viewed in over one million more homes in October 1955 than in October 1954. This is a 43% gain compared with 17% for CBS-TV and 6% for NBC-TV. You can consider the impact and importance of a million homes with 2.5 million active ABC viewers if you think of a magazine, which in the space of a year, could increase its readers by 2.5 million, and in fact, increase its noters by that amount.

Just to add one more statistic. According to Nielsen Multi-Network Area Reports, which test program popularity among the three networks, compared to the previous year, ABC had more than doubled the ratings of our affiliates in those time periods where we programmed new shows this fall.

I know I've talked enough, but in general these statistics highlight the progress that ABC-TV has made.

Q: Do you think that at the end of five years your billing will be comparable to that of CBS and NBC?

A: Yes, we do. We think that all three networks will be very comparable because they will program similar hours with almost comparable rates, and I believe that network television will be practically sold out. The equalization of the three networks will give to the public better program fare. It will be extremely important to the advertiser because without a third network his program possibilities are confined to the more limited hours available on two networks. In fact, I think that one of the greatest advantages of a third network, in addition to a greater choice for the public, is the advantage to the advertiser of greater freedom of choice.

One of the most striking things, I believe, in the development of ABC during the past year has been the support given us by the so-called blue-chip advertisers who have placed their programs on ABC, or sponsored ABC programs, not only because we are a good advertising buy but in order to aid in the development of a third network, thus increasing their freedom of choice. I'm talking about companies like General Mills, American Tobacco, Liggett & Myers, General Motors, General Foods, Chrysler and other top companies in the business.

Our two greatest accomplishments to my mind, in the last three years, are better programming, such as *Disneyland,* and the support of the most important advertisers in the business. And, of course, the public has responded with much larger audiences to our shows.

Q: In one of your speeches, to the Assn. of National Advertisers . . .

A: I couldn't have made that many speeches. I'm the non-speech-making president.

Q: You did mention something about further cooperation between the agencies and the networks. Would you like to tell us about that?

A: Yes. I think, first, that the spirit of antagonism which has arisen between advertising agencies and the networks over the control of programming is not proper in the business. It seems to me that with so many hours to program, the creative ability of the agencies and the networks are both needed in order to provide enough top-flight entertainment.

In addition, I think there should be much greater cooperation between the agencies and the advertisers in the field of creative research—and particularly, in the field of motivation research. While we know a great deal about the circulation of our programs, the number of homes reached, the number of families and the character of the families, we know very little actually about what motivates people to watch a program and to buy the products advertised.

I think a collective effort on the part of the agencies, the advertisers and the networks to develop valid research in this area would be helpful not only to the buyers but to the public at large.

Q: You mention motivation research. Is that . . . are you doing something along that line? I seem to remember in your ANA speech you mentioned a Detroit study.

A: Actually two studies. One in Detroit and one in New Jersey. Taking the Detroit study, we are doing interviews on why people watch programs and what their program habits are based on. Another aspect of the work being done in Detroit is an attempt to correlate viewing activity as it relates to the movement of goods. In New Jersey we're doing a study to determine programs children prefer and what effect their reactions have on the advertiser's product. These are pilot studies out of which we hope to have indications both as to the best types of programming, the motivating factors affecting viewing activity, as well as what sells goods. This

represents only a small step in the direction I think research should take.

Q: Will your studies be of a continuous nature?

A: Yes, these are, in part, continuing studies and will not necessarily prove anything substantial in a short time. At present, they afford only indications.

Q: What about the rising cost of network? Will these raises in cost be passed on to the advertiser?

A: I would hope that the networks would be passing on the rise in cost of talent to the advertiser because I don't think basically, in the long run, anyone can sell anything at below its cost and stay in business. It is true that in certain areas, such as the public service field, the advertiser very often isn't willing to pay the amount of money that such programming may cost. In that case, I think it is perfectly legitimate for the network to assume its part of its public service obligation.

Q: In film, could you give us a percentage of what it is apt to be—film vs. live?

A: May I, at this time, give you just a little of my philosophy about film because many people seem to disagree with it. We believe in film for television for the following reasons: (1) You can get talent, creative ability and production in a film that is not possible on a live show. (2) We know that through the replaying of a film you can further amortize costs resulting in lower costs per thousand for the advertiser. (3) We know that film solves what I think was the great tragedy of radio. Millions and millions of hours of good programming went on the air and were never heard again. People had to be home at a certain time to hear a Jack Benny, or an Amos and Andy, or a Burns and Allen, and if they missed, they could never hear the program again. We know that film can correct what we consider a defect in the listening pattern. We have approximately 60% of all programs on ABC on film, and I would guess that that percentage would increase in the next season. The other networks, if I am correct in my figures, have approximately 40%. The fact that we believe films mean getting better talent at a better cost does not mean that we do not believe in live shows. Next season we hope to have an hour live dramatic show, an hour live musical variety show, in addition to our present live shows, such as Lawrence Welk, *The Amateur Hour* and *Masquerade Party*.

Q: Will these hour-long programs be regularly scheduled weekly shows or will they be in the pattern of spectaculars?

A: These will be our regularly scheduled shows. However, ABC is entering the special program field in the fall of '56. Since Pat Weaver coined the word "spectaculars," I don't quite know what to call ours, but I'll call them, for want of a better word, "little shows." The purpose of our special programming is to try to provide a very adult type of entertainment of a different nature than can be afforded on a week-to-week basis. For example, we expect to have two shows from the Metropolitan Opera, with the Metropolitan singers, produced by Rudolf Bing. The Theatre Guild is going to produce six very adult programs of an hour's length, which will be of an off-beat character and which we believe will contribute to television's development.

However, basically, we think from a public viewpoint and an advertiser viewpoint, that the week-to-week exposure in regularly scheduled programs is the best method of using the medium. That does not say that a spectacular does not have its place for promoting special products or special promotions at a particular time of the year. Spectaculars definitely have a place, and I think that Pat Weaver has contributed a great deal to the business in pioneering this type of programming. However, if the number of spectaculars at NBC and Columbia reported in the trade are correct, it would seem to me that the term "spectaculars" will end next season because there will be so many on that they will soon be called regular shows.

Q: Have you sold any of your "little shows?"

A: No, we are just planning them now. We will offer them for sale sometime next month [March].

Q: What are your plans for color?

A: We're not in the manufacturing business, so that our basic interest is perhaps not as immediate as is that of NBC and Columbia. Our color plans are that as soon as there are sufficient sets in the country, perhaps about five million, we expect to be fully equipped on a network basis, and on our five owned stations, to match any color broadcasting in the business. It's difficult to guess when this will come because it's hard to evaluate the public's interest. As sets improve and the price goes down, sales should pick up, but our tentative prediction is that September 1957 will probably be the earliest date that color television can arouse genuine national interest.

ON MIKE: President Kintner answers the questions of B•T editors Florence Small, Rufus Crater and David W. Berlyn.

Q: How many sets do you think are necessary for color to be a real factor?

A: Around three to four million.

Q: Four million by September of 1957?

A: I think it's quite optimistic . . . but I think it's a possibility.

Q: Will there be a chance that you are going into the production of films? Are you producing any films in color?

A: We are already in the production of television films. One basic plan we have evolved for programming the ABC Television Network is through individual arrangements with independent producers, who operate with ABC somewhat similarly to independent producers in a motion picture studio. We have an arrangement with a number of them: Lou Edelman, Jack Chertok, Don Sharpe, John Gibbs, Jerry Devine, Ozzie Nelson, etc. These producers, under our supervision, produce certain shows in which we have financial interests and exclusive rights. While these producers are

actually the main creative force in these programs, ABC is, in effect, in the production business.

Q: Are they shooting any films in color?

A: The only color that is being shot on our present shows is on the *Mickey Mouse Club,* which, except for one segment, is being shot completely in color, and the nighttime *Disneyland show.*

Q: How is the station clearance problem?

A: We think it is our most serious problem as far as the final development of ABC is concerned. As you know, we have petitioned the FCC several times for expansion and improvement of television facilities. We believe that until the FCC establishes standards whereby there can be at least three competitive television stations in the great bulk of the top 100 markets, none of the three networks can give the maximum service to the public.

The problem is divided into two parts: (1) the delay by the FCC in reaching decisions on three such vhf station markets as Boston, Pittsburgh, and St. Louis, and (2) the reconsideration of intermixture so that uhf and vhf can be separated, in certain communities, to insure three competitive television stations in the bulk of the top 100 markets.

ABC's clearance of stations has improved over the last year, primarily we believe, due to the quality of our shows and the quality of our advertisers. However, it still presents a terrific problem to all networks when such important markets as Boston, Pittsburgh, St. Louis, Louisville, New Orleans, Miami, etc., do not have three vhf's either on the air or allocated. I think that it is a national tragedy that the great populations located in the larger cities, in all parts of the country, do not all have a freedom of program choice among three networks. I don't believe that television will reach its full maturity until such action has been taken to make three, four or five comparable facilities available to the great bulk of the population.

Q: How is business on radio?

A: We are great believers in network radio. I say that in all the speeches I make, and I really mean it. Our radio network business in the past 60 days has improved. We had an unfortunate cancellation last spring on the Don McNeill show, but we now have it approximately 95% sold out. Through the use of the segmentation plan, we have a great proportion of the morning sold out. On the weekend, we have been extremely successful with our weekend news, and we hope that we can solidify that operation with further programs of a news character. In addition, we have maintained a large block of religious programs on Sunday.

We are spending a great deal of money and creative effort to re-orient ABC radio nighttime, Mondays through Fridays, to changing times. I don't want to say this is a problem only for ABC because it is shared by NBC and CBS. We believe that the time will come when advertiser and agency interest will revive in nighttime network radio and that some semblance of its proper place as an advertising medium and a public information medium will be achieved.

Q: Do you think there is support enough for four radio networks?

A: I think if radio were properly used as an advertising medium there is room for four and perhaps five. If the industry is unable to interest the advertiser sufficiently to use the medium to the maximum, I don't know . . . all I know is ABC is going to stay in the radio network business.

Q: If advertiser interest is not reawakened sufficiently, what is the next step? Not necessarily for ABC alone, but for any radio network?

A: I hesitate to think of any other step but the reawakening of advertiser interest. I believe that the industry as a whole has to continue and increase its efforts to sell radio. I think the individual networks have to spend a great deal more manpower and more money in presenting to the agencies and the advertisers the story of nighttime radio with its tremendous coverage and its low cost per thousand. In turn, as I said before, I think the agencies and the advertisers have an obligation to a very important medium—to give it the serious consideration that it deserves.

Q: Do you think that there will be another rate cut?

A: In my judgment, no.

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show produced by Lou Edelman; the *Joan Davis Show,* produced by Joan Davis, and several others. In this category, we are also preparing a weekly Theatre Guild show called the *Guild Gaieties,* which will be a live half-hour musical produced by the Theatre Guild."

Mr. Kintner expects most of these shows to be sold on a multiple-sponsor basis but has no firm commitments yet: "If you know a prospect, I'd be happy to go around and see him because I pride myself on being a working president, and on being a selling president because that's a great part of our business."

Where will these shows be spotted? "We actually have tentative plans on where we will put all of them but this plan involves moving certain existing shows and advertisers. We have no desire to get a reputation of 'pushing our advertisers around' [Editors' Note: ABC got *Firestone Hour* when NBC insisted on moving its time spot], so that we prefer not to suggest where we may spot them until we have a chance to talk to our existing customers about our plans."

Another plan for 1956-57: To expand ABC-TV programming into the morning hours, using both live and filmed shows. "We expect." Mr. Kintner said, "to start in the morning probably in the fall of 1956, and by January of 1957 to be programmed completely in all network hours." Less specific is ABC-TV's probable date for entering color. This will come, he said, "when there are sufficient sets"—three to four million—but he doubts this number will be reached before September 1957 at the earliest. When ABC-TV does start, however, it expects "to match any color broadcasting in the business."

In radio, ABC is "spending a great deal of money and creative effort to re-orient ABC-Radio nighttime, Mondays through Fridays, to changing times." *New Sounds for You,* which has been described as "a sort of organized *Monitor,*" was introduced into the evening hours across the board last fall and has had "good" acceptance by public and stations although "unfortunately, the advertiser interest is not as important as we would like it to be."

'New Sounds' to Continue

The *New Sounds* departure, which has gone unsponsored except at the outset, will be continued despite reports to the contrary, according to Mr. Kintner. He noted, however, that there will be "certain modifications in format," probably in the next few weeks. There is no plan to extend *New Sounds* to other segments "in its present form," but ABC does have other specific radio plans in work: "We are considering a plan for the afternoon, which we have not decided upon and which I would rather not comment on. We are considering the new plans for Saturdays and Sundays."

If the single principal reason for ABC's overall upsurge had to be stated in two words, they would be: Walt Disney. "A major part of our success has been due to Walt Disney Productions, and to Walt Disney personally," says Mr. Kintner. He describes the length of the ABC-Disney contract as "a state secret," but scoffs at reports that Mr. Disney is going to other networks. "These of course are untrue," he asserts. "We have a long-term contract, exclusive on television and radio, with Walt Disney Productions and with Mr. Disney personally."

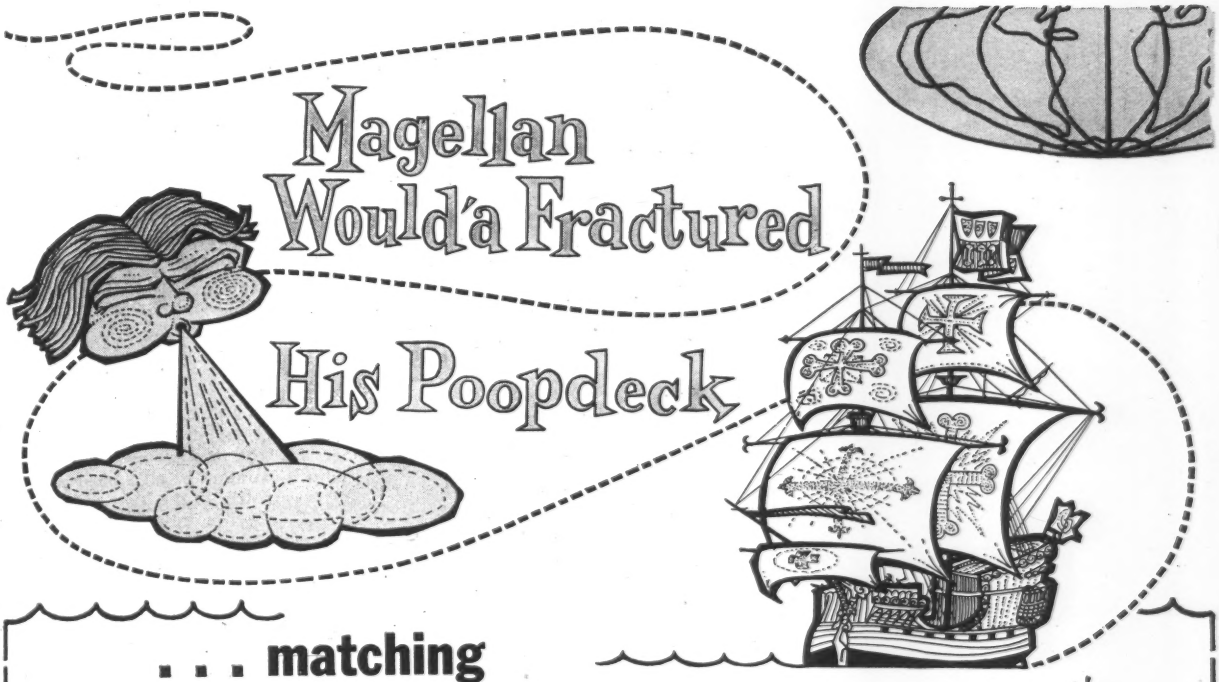
Disneyland, the hour-long film show which has been a Wednesday night staple and one of television's top-rated shows ever since its start in 1954, and *Mickey Mouse Club,* an across-the-board hour which began in 1955, have been the principal program results of the ABC-Disney alliance. They have been consistent standouts in both billings and audience. No doubt partly because of the Disney identification, *Mickey Mouse Club* was completely sold out—20 quarter-hours a week—before it ever went on the air last fall, causing a jubilant network spokesman to remark at the time: "never before have so many paid so much for something they've never seen."

It is pertinent to note that ABC-TV's gross annual billings from *Mickey Mouse Club* alone come to within approximately $4 million of the network's entire tv billings for 1952.

Less productive has been the third Disney program, a 25-minute radio show from Disneyland Park called *Magic Kingdom,* which is on five times a week. It has had practically no sponsorships.

How does one go about planning and executing a five-year program such as ABC's? Mr. Kintner explains it thus:

"Under our 'five-year plan' our first objective was to program seven nights a week, 7:30 p.m. to 10:30 p.m., with good shows. As a second objective, we planned to enter the daytime—



. . . matching TOWER'S Log!

FERDINANDO MAGELLAN was quite a fiddle-foot in his day, but he was an amateur compared with TOWER construction crews. History records that old Ferd and his men traveled approximately 27,000 miles on their global circumnavigation. TOWER crews have virtually traced and retraced this journey 27 times, while erecting more than 2,000 tower installations around the world. TOWER installations are serving in corners of the globe Magellan never dreamed existed . . . like Reykjavik, Thule, and Okinawa. So, no matter what or where your tower problems are, TOWER will solve them for you . . . on time and according to your exact specifications.

Write for free illustrated booklet

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CONSTRUCTION CO.

Sioux City, Iowa

particularly in the afternoon—and as the third objective, which we have not yet achieved, we want to enter morning television on a full network basis.

"We have one basic belief—that 'programming is the thing.'

"As a first step we obtained a group of ABC properties which were to become the foundation for building a strong competitive network. We were also greatly helped by advertisers placing programs, owned by them, on ABC-TV. We welcome advertiser-owned programs and make available prime time for them.

"During the first year we began to build Friday and Saturday nights, and, to some extent, Thursday night. In the second year we built Wednesday night. Last year we continued the process by building Tuesday night. Next season we plan to further strengthen programming already established, and at the same time, re-program the remaining evenings of the week, 7:30 p.m. to 11 p.m.

"We believe that in the fall we will have extremely competitive programming in all time periods.

"In addition to our obtaining ABC-owned entertainment programs, we also believed that another part of the ABC Television Network would have to be developed extensively—news, special events and public affairs. To that end we employed John Daly as vice president in charge of the department. The department started a five-times-a-week news show with Daly and embarked on extensive news and public service programming.

"These developments were followed by our entrance into daytime tv with the *Mickey Mouse Club*, which, as you know, is the highest-rated daytime television program and has a larger home audience than almost two-thirds of the nighttime shows. More recently, we have started our *Afternoon Film Festival*, which we hope will have success comparable to the *Mickey Mouse Club*.

"These achievements were all part of our five-year planning."

Mr. Kintner has high hopes that *Film Festival*, a two-hour Monday-Friday series of films presented in multiple runs, will soon be "the highest rated daytime afternoon show"—and estimates that, over the next three months, there will be approximatley 20 sponsors participating in it.

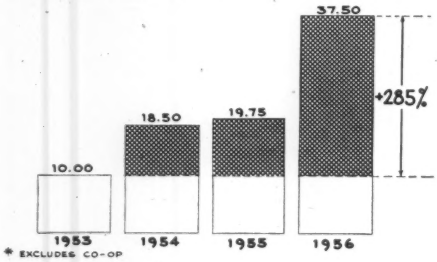
A number of other shows also get credit for prominent assists in ABC-TV's development. Mr. Kintner points out that all of the following "are either No. 1 in their time period, or get better than 30% share of audience: *Rin Tin Tin, Ozzie & Harriet, Lawrence Welk Show, Wednesday Night Fights, Warner Bros. Presents, Wyatt Earp, Make Room for Daddy, Lone Ranger, Super Circus* and, of course, the *Mickey Mouse Club*."

It is too much to expect that a growth program such as ABC's could be executed without some bloopers. Among the programs which originally were announced with considerable drum-beating but which for one reason or another have since been dropped are those featuring Ray Bolger, George Jessel and Paul Hartman. Among other losses, *Twenty Questions* also has been dropped, *U. S. Steel hour* has moved to CBS-TV, and *M-G-M Parade* reportedly is slated to be discontinued.

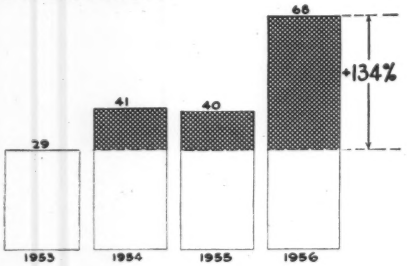
The most serious problem confronting ABC, so far as its final development is concerned, is that of station clearances—a problem which ABC feels only FCC can solve. The network has put it up to the Commission several times. Meanwhile, ABC-TV's position has improved, but Mr. Kintner makes it plain that in his view television will not "reach its full maturity until such action has been taken to make three, four or five comparable facilities available to the great bulk of the population."

FOUR JANUARYS AT ABC-TV

January Commercial Hours Per Week*



Total January Advertisers, Total All Periods



Nevertheless, Mr. Kintner obviously is optimistic. Assuming ABC meets its goal, however—pulls even with CBS and NBC in five years from the merger date—where does he think it will rank in, say, six years after the merger? Mr. Kintner ducks that one.

He points out that already he is the network president with the longest tenure (since Dec. 30, 1949)—"except for Frank Stanton, who is now president of what I will call the holding company—CBS Inc.—and who, incidentally, has contributed as much as anyone to television's maturity." Specifically, his answer to the question is a quip: "I don't know. In about six years' time, my address will probably be the 'Old Home for Former Network Presidents.'"

ABC-TV Fall Schedule Arranged Tentatively

ABC-TV's tentative evening schedule for next fall, B•T learned last week, will include a number of changes. Some of the switches contemplated follow:

Monday, *Frontier Judge* (an adult western) will replace *Topper* at 7:30-8 p.m.; Danny Thomas' *Make Room for Daddy* moves from the Tuesday, 9-9:30 p.m. period to Monday 8-8:30 p.m.; *Bishop Sheen* moves from Thursday, 8-8:30 p.m. to Monday 9-9:30 p.m.; movies, which will be sold in half-hour segments, will fill the 9:30 to 11 p.m. time.

On Tuesday night, a new Sheldon Reynolds show will be placed in the 9-10 p.m. period. On Wednsday night, a western adult film will be placed from 9-10 p.m. a film will replace *MGM Parade* in the 8:30-9 p.m. period. On Thursday, a new 90-minute film show, *Command Performance*, which will be sold in multiples, will replace *Lone Ranger, Bishop Sheen* and *Stop the Music* at 7:30-9 p.m. *TV Playhouse*, a new series of films, will go into the 10-11 p.m. period on Thursday night. On Friday night, *Wire Service* replaces *Ozzie and Harriet* at 8 to 9 p.m. The latter show moves to Saturday, 7:30-8 p.m., followed by *Jim Bowie* at 8-8:30 p.m. and Joan Davis, 8:30-9 p.m. All three shows replaces *Ozark Jubilee* which moves to the 10:30-11 p.m. slot on the same evening.

On Sunday night a new program *RFD-USA With Jerry Devine* will go into the 4-4:30 p.m. period; *Lone Ranger* moves into the 6-6:30 p.m. slot, followed by *Cavalcade of America* at 6:30-7 p.m.; a new show, *Publicity Girl*, goes in at 10-10:30 p.m., followed by musical *Guild Gayeties*, 10:30-11 p.m., with a tentative dramatic or variety show filling the 11 p.m.-midnight slot.

Movie Attendance Pushed By New ABC Radio Plan

IN THE BELIEF, based on studies, that most "movies goers" fall in the age group under 35, are occasional tv viewers or domiciled in non-tv homes, ABC Radio is promoting what it calls its "MG" plan designed to build audiences for the motion picture industry.

In selling the idea of building movie attendance for the motion picture industry, ABC Radio is pointing to an appeal of its *Whispering Streets* strip to the housewife of the "young family"—a prime target of the movie industry, the ability of its early evening newscasts to urge listeners to attend the movies the night of the broadcasts and of its later newscasts to promote attendance for the next night or at the earliest opportunity. Under the MG plan, ABC Radio notes that the motion picture advertiser can make 12,636,000 weekly home visits for a net weekly cost of $13,000, with a cost per thousand commercial impression of 94 cents.

Barthelmess Named Manager Of ABC Radio Eastern Sales

THE 14-month vacancy in the post of ABC Radio eastern sales manager was filled last week with the appointment of Stewart Barthelmess, administrative manager of ABC Radio Sales, to the post. The position had been open since Jan. 1, 1955, following the resignation of Norman E. Cash to become vice president and director of station relations, Television Bureau of Advertising.

MR. BARTHELMESS

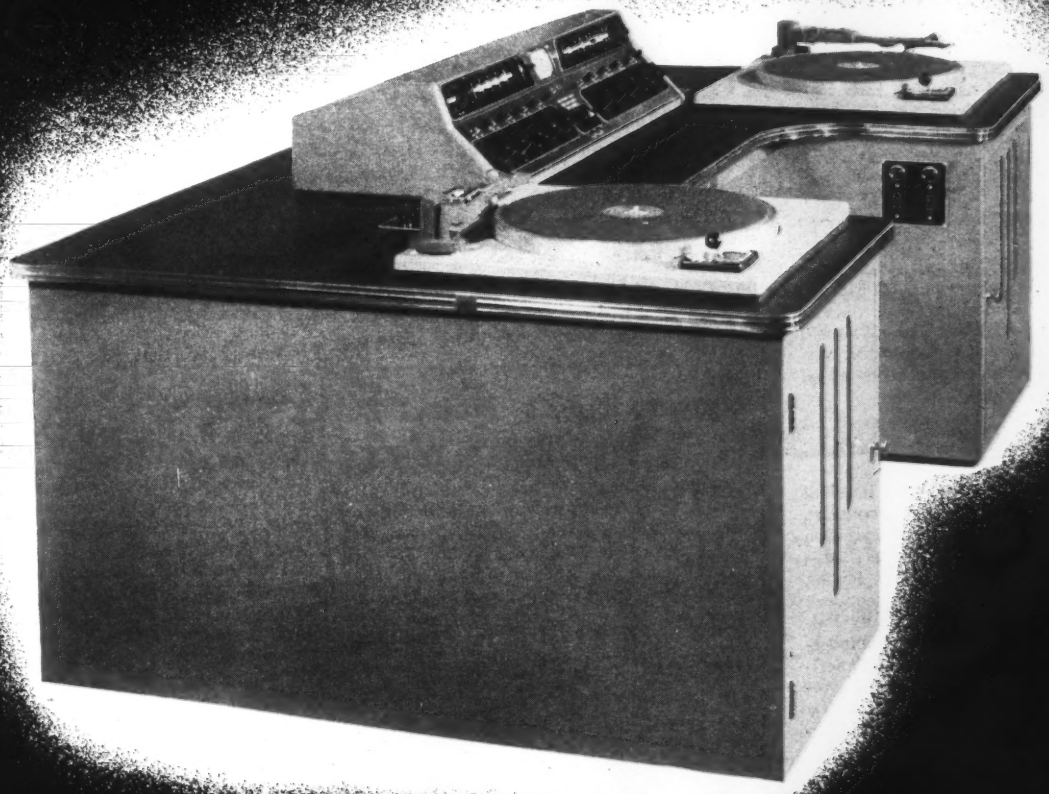
Prior to joining ABC in the radio sales service department in 1950, Mr. Barthelmess was a talent agent with Famous Artists Inc., Hollywood, and with the sales promotion department, Packard Motor Car Co. He reports to George Comtois, national sales manager of ABC Radio.

WGMS Takes MBS Tieup

WGMS Washington has affiliated with MBS, having second refusal rights on all MBS programs until the current WWDC affiliation expires Aug. 31. M. Robert Rogers, WGMS president, said the good-music policy would be continued and musical programming would be made available to Mutual.

Mr. Rogers denied reports that WGMS had been sold to Mutual or the Thomas F. O'Neil interests, noting that sale rumors printed in a Washington newspaper had been retracted by the publication. Asked if he planned to sell the station, he told B•T, "If offered the right price for my stock (42%) in WGMS, I would consider selling it to the right purchaser."

GATES ...1956



BROADCASTING'S MOST BEAUTIFUL AND FUNCTIONALLY CORRECT SPEECH INPUT PACKAGE

GATES CB-4
Desk with "Gatesway"
Speech Console and Dual CB-100
Transcription Turntables

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

'$64,000 Challenge' Now Set To Make Debut on March 25

THE long-discussed *$64,000 Challenge* program, which never got off the planning board because of sponsor conflict at the time Norman, Craig & Kummel, New York, handled the Revlon account [B•T, Jan. 16], will begin March 25 on CBS-TV at 10-10:30 p.m. EST, replacing *Appointment With Adventure,* alternately sponsored by Revlon Products Corp. and P. Lorillard Co., New York. Lorillard will continue to hold alternate week sponsorship in the time period.

A variation of the original big-money quiz show—*Challenge* will pit *$64,000 Question* winners against new contestants in a panel-type show—the program will be handled by C. J. LaRoche & Co., New York, for Revlon, and Young & Rubicam, New York, for Lorillard.

Meanwhile, George Abrams, Revlon's advertising director, was quoted as saying that Revlon, in conjunction with Adrian Samish, New York tv packager, was planning a new $250,000 prize-winning tv beauty show program series patterned after the annual Miss America pageant in Atlantic City.

Tentatively titled *The Most Beautiful Girl in the World,* the program, Mr. Abrams said, will debut probably this summer, but that so far, no network had been selected. It was reported Tuesday that Revlon has approached both CBS-TV and NBC-TV. The $250,000 prize would be awarded once a year to the contestant who manages to overcome a series of "mental and physical hurdles."

Major Leagues on CBS-TV

CBS-TV will present 26 major league baseball games, including two spring training contests, on its *Baseball Game of the Week* series on Saturday afternoons, starting April 7, it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. Games will be sponsored jointly by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, and the American Safety Corp., Brooklyn, N. Y., through McCann-Erickson, New York. The games will be telecast on more than 175 stations in cities outside major league territory. Sportscasters will be Dizzy Dean and Buddy Blattner.

CBS Campaign Unit Debuts

ELECTION YEAR coverage by CBS' special unit, *CBS News Campaign Cavalcade* [B•T, Jan. 30], started last week with on-the-spot reports of the New Hampshire primaries on March 13 slated as the first big feature, according to John F. Day, director of CBS News. The cavalcade swung into New England last week and will cover that region through the New Hampshire primary and then most of the unit's personnel will fly to Minnesota for the March 20 primary there.

CBS Shifts Correspondents

CHANGES in assignments of six CBS News correspondents were announced last week by John F. Day, director of CBS News. The reassignments will bring Bill Downs from Rome to Washington; Winston Burdett from London to Rome; Alex Kendrick and Howard K. Smith from special assignments in Africa and the Middle East respectively to London; Lou Cioffi from New York to Paris and Blair Clark from Paris to New York.

CONFERRING in Mexico City on affiliation contract of XETV (TV) Tijuana, Mexico, with ABC-TV [B•T, Feb. 27] are (l to r): seated, Clement S. Martinez, president, and Don Emilio Azcarraga, chairman of the board, Radio Television S. A., licensee of XETV; standing, Alex Nervo, resident manager of Radio Television and Julian Kaufman, XETV vice president-general manager. Affiliation takes effect April 5.

Nelson to NBC's 'Project 20'

JAMES NELSON, assistant to NBC Board Chairman Sylvester L. Weaver, Jr., last week was named manager of programming for the network's *Project 20* documentary series, reporting to Producer Henry Salomon. Mr. Nelson joined NBC in 1942, was named assistant advertising and promotion director in 1945 and two years later assumed full directorship. In 1954, he was named Mr. Weaver's assistant.

Four Join Keystone

FOUR stations have joined Keystone Broadcasting System, it was announced last week by Blanche Stein, KBS station relations director. The additions, which bring the Keystone list to 875 outlets, are KBEC Waxahachie, Tex.; WCDJ Edenton, N. C.; KRSL Russell, Kan., and KORT Grangeville, Idaho.

NETWORK PEOPLE

Pat O'Reilly named head of ABC news department for tv and radio in Hollywood Div., succeeding **Ed Conklin,** resigned.

S. Mark Smith, editorial supervisor on NBC-TV's color spectacular *Hallmark Hall of Fame* series, named producer also of *Star Stage,* combination live and film program on NBC-TV.

George Gunn, ABC staff announcer, resigned to become freelance radio-tv-stage performer.

Robert Wald, NBC staff producer and executive director, Tele-Programs Inc., N. Y., non-profit tv packaging firm established by Alfred P. Sloan Foundation, appointed radio-tv chairman of 150th anniversary of Medical Society of County of New York, April 3-5.

Robert Wald, NBC producer, named chairman, radio-tv committee, 150th anniversary observance of Medical Society of County of New York.

BMI Clinics Plug New Radio Appeal

AT A TIME when radio is faced with the biggest competition from rival media, it would be a mistake for station managers to "conform to a presumed public demand," Carl Haverlin, president, Broadcast Music Inc., said last week in a series of talks delivered at a group of West Coast BMI clinics.

The 1956 series of clinics—42 in all—began Feb. 26 and will run through June 15 with a planned hiatus bracketing the NARTB convention [B•T, Feb. 20]. Today's (Monday) clinics open in Los Angeles and Montgomery, Ala.

Mr. Haverlin, attending the Western swing that started in Seattle last week, was echoed by Glenn Dolberg BMI vice president in charge of station relations who, on the Southern swing that began in Little Rock, Ark., pointed out that the great challenge facing station managers today is "to attract and hold listener interest."

Other recommendations made during the first six clinics: "Radio's best offensive is an appeal to local audiences,"—Keith Patterson, KONP Port Angeles, Wash.; "Look to more women's angles,"—Ann Leslie, WISN Milwaukee, and "Imitate the *Monitor* concept of programming at the local level,"—David L. Waite, WFOR Hattiesburg, Miss.

BMI clinics held last week covered Seattle, Portland, Ore.; San Francisco; Little Rock; Jackson, Miss., and New Orleans.

Crowell-Collier Co. Sets Up Radio-Tv-Record Division

FORMATION of Crowell - Collier Publishing Co.'s Radio - Tv - Phonograph Record Div. [CLOSED CIRCUIT, Jan. 30] is being announced today (Monday) by President and Editor-in-Chief Paul C. Smith.

William A. H. Birnie, former publisher of Crowell-Collier's *Woman's Home Companion* and corporation vice president, has been designated to head the new division. In announcing the first radical departure from publishing in the company's 103-year history, Mr. Smith said the new division is but one "facet" of the publishing company's diversification program it inaugurated in January 1954. Mr. Smith, former editor of the *San Francisco Chronicle,* assumed the Crowell-Collier presidency that month.

First move of the new division will be in the phonograph recording field. With the appointment of William H. Fowler, former vice president, Capitol Records Inc., Hollywood, as manager of the recording department, Mr. Smith said that Crowell-Collier would "manufacture and distribute recordings through the organization of a Crowell-Collier record club or clubs."

Additional details concerning activity in the radio-tv field will be "forthcoming," he said.

First step in the diversification planning was made last July when Mr. Smith, through the aid of Manhattan broker Edward L. Elliott, approached a 26-man investor group headed by Chicago financier J. Patrick Lannan. The new group bought $3 million of new Crowell-Collier debentures, convertible to 600,000 common stock shares at $5 each, and boosted authorized stock from 1.7 million to 3 million shares.

The company—which publishes *Collier's, The American Magazine,* and *Woman's Home Companion*—also has stepped up its radio-tv spot advertising campaign in the past month through its three agencies: Grey Adv., New York, for *Collier's,* Needham, Louis & Brorby, Chicago, for *Companion,* and Monroe F. Dreher, New York, for *American.* A wholly-owned subsidiary, P. F. Collier & Son, publishes *Collier's Encyclopedia* and other books.

25th Command Performance

for you and 42,000 others

at the 1956 Radio Engineering Show

March 19-22

Kingsbridge Armory and Palace New York City

For more than 42,000 men and women in every field of radio-electronics, the 1956 Radio Engineering Show is a command performance...to see all that is new in this giant industry.

Twenty-five times, the Radio Engineering Show has performed this vital service...growing bigger each year to present the ever-increasing numbers of new developments and new products as they are engineered.

This year, more people than ever plan to attend this great show to see the latest products of 714 exhibitors...to talk with the men who design and make them...to hear the top 277 technical papers in 22 specific fields of their choosing.

The Radio Engineering Show always brings out the best...in people, effort and products. Plan now to attend!

Registration—IRE Members $1.00
Non-Members $3.00

The IRE National Convention
Waldorf Astoria Hotel, New York City

and RADIO ENGINEERING SHOW
Kingsbridge Armory & Palace, New York City

MAGNUSON HEARS U's, JUSTICE DEPT. TESTIFY IN U-V, NETWORK HEARINGS

Ultra high band broadcasters say this round of testimony may be their last unless something is done soon to relieve their plight. Anti-trust unit's Barnes says that division has its eye on the networks and other broadcasting industry practices.

THE Senate Commerce Committee last week was told by uhf broadcasters that their testimony was quite likely to be their swan song if Congress or the FCC doesn't act quickly and come to their aid.

Testimony by uhf operators or their representatives, sometimes made eloquent by statements of steady financial losses in uhf broadcasting, criticized FCC procrastination and inaction. The testimony at times echoed that made at the Potter Subcommittee hearings in 1954 and witnesses referred frequently and pointedly to the nearly two years that have elapsed since many of the same operators first aired their woes.

Their suggested remedies were various and for the most part repeated proposals already made in the FCC's current reallocations rulemaking and elsewhere. Their evaluations of uhf sometimes conflicted, some indicating uhf service can never reach a par with vhf, while others felt uhf could do as good or better, depending on conditions.

The Senate group last week also heard testimony from Stanley N. Barnes, assistant attorney general heading the Justice Dept.'s Antitrust Div., on how the FCC and Justice operate in their joint jurisdiction in broadcast practices involving possible violations of antitrust laws. Other witnesses besides uhf operators included civic, political and church groups and manufacturers interested in uhf development, plus a representative for educational tv.

Monday's witnesses included: George Storer, Storer Broadcasting Co. (uhf properties: WGBS-TV Miami [ch. 23]; KPTV [TV] Portland, Ore. [ch. 27]); Harold H. Thoms, WISE-TV Asheville, N. C. (ch. 62), president, Uhf Industry Coordinating Committee; John G. Johnson, WTOB-TV Winston-Salem, N. C. (ch. 26); Norwood J. Patterson, KSAN-TV San Francisco (ch. 32); John W. English, WNAO-TV Raleigh, N. C. (ch. 28), and WSEE (TV) Erie, Pa. (ch. 35); Frank Lyman Jr., WTAO-TV Cambridge, Mass. (ch. 56), and Nick Fillips, Pittsburgh.

Tuesday's witnesses: Stanley N. Barnes, Assistant Attorney General, Antitrust Div., Justice Dept.; Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), president, Hometown Television Inc., accompanied by Ben Adler, Adler Communications Labs, New Rochelle, N. Y.; representatives of the Bridgeport Chamber of Commerce, Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation, AFL-CIO, and Rep. Albert P. Morano (R-Conn.); Jesse D. Fine, WFIE (TV) Evansville, Ind. (ch. 62); Dr. Everett C. Parker, Congregational Christian Churches.

Wednesday witnesses: Sarkes Tarzian, tv tuner manufacturer and owner of WTTV (TV) (ch. 4), Bloomington, Ind.; Ralph Steetle, Joint Council on Educational Tv; Alexander Buchan, WKLO-TV Louisville (ch. 21). Written statements are being submitted by: Mortimer Loewi, WITV (TV) Ft. Lauderdale, Fla. (ch. 17); John J. Gunther and Louis Lubin, Americans for Democratic Action.

MONDAY

Mr. Storer said his WGBS-TV Miami (ch. 23) has a 1,000 foot tower, 185 kw visual, and provides a "satisfactory, if not superior, signal to the entire area," including coverage 70 miles south of Miami. He said a uhf station in such flat terrain and constant foliage conditions can equal vhf service and surpass it with respect to man-made interference. Storer has invested $1.3 million in WGBS-TV, he said, including programming and a project to speed uhf set conversions.

The uhf NBC affiliate carries 60% of NBC's basic network schedule, but is not on NBC's "must buy" list because of advertiser resistance, he continued. He said Miami uhf conversion is 85%.

Storer's KPTV (TV) Portland (ch. 27), he said, has 1,000 kw visual and a new tower on a hill above the city, with an investment of $1,172,000, including color equipment. He said the station has a few shadow areas inside and outside the city, but comparison with the high-band vhf there is "not so bad." He said high buildings present the same problems as rugged terrain to uhf.

LEADOFF WITNESS George Storer tells senators of his experiences with Miami, Fla., and Portland, Ore., uhf outlets and advocates Storer allocations plan. In background at right is FCC Comr. John C. Doerfer.

He said high-power uhf satellites may provide the answer to uhf in rugged terrain and that Storer is applying for an experimental satellite in Portland. He said Storer plans to spend $150,000 on the satellite, asking FCC to waive or suspend its multiple ownership and overlap rules.

Mr. Storer said there is no substantial difference between equipment costs for uhf and vhf; a uhf transmitter costing about $35,000 more than vhf on chs. 7-13. Uhf transmitting tube costs are about double those of vhf, which means an added $1,500 to $2,000 per month for a 17-hour daily operation, he said, but other operating expenses are about the same. He expected the cost of uhf transmitting equipment to go down.

He said the vhf 170-mile and 190-mile co-channel separations in Zones I and II should be retained to provide rural service and that vhf should be kept in cities of rugged terrain and in large metropolitan areas where there is a high building problem.

He referred to Storer's deintermixture proposal now being considered by the FCC in its reallocations rulemaking—six new uhf-only markets, eight new markets with uhf plus one vhf, nine new 3-vhf markets and one new 4-vhf market. This would not change any existing licenses or authorizations except that final hearing decisions proposing vhf in Fresno, Madison, Evansville, Peoria, Miami and Corpus Christi would be modified to uhf, he said. There would be no change in present vhf engineering standards, he added.

The 20,765,866 persons who would rely on uhf under this proposal, he said, would provide a strong economic base for uhf survival and growth.

He said Storer believes networks have an obligation to continue uhf affiliations where no loss of network coverage results and commended NBC for its continued affiliation with KPTV. He said Storer is against towers of more than 1,000 feet.

He felt it would help uhf development if the FCC could set standards to require all-channel color sets. He said that in a market with two uhfs and one vhf it would help uhf if the vhf were limited to one network.

Mr. Thoms said his interest in uhf has been reduced from four stations to one since the 1954 Potter hearings. He cited FCC inaction in arriving at any decision and noted denial of the deintermixture petitions, adding that the FCC hasn't explained why deintermixture "suddenly became a nationwide problem a couple of months ago." He said it is "silly" to assert that deintermixture—by definition the assignment of vhf or uhf channels in selected areas—should be considered only on a nationwide basis.

He compared the demand for "super-power, super-coverage" vhf stations to serve rural areas with the argument used by the "clear-channel lobby," which, he said, has never been convincing to the Senate committee. He criticized the FCC for "throwing out" its proposed five-mile rule and said FCC acquiescence to "market-straddling" has driven uhf stations out of existence.

"The time is long past," Mr. Thoms said, "for the FCC and Congress to stop talking and promising, and to come forth with a sharp knife to cut up the spectrum pie."

Mr. Thoms said that since the FCC has "delayed unreasonably even in *proposing* a solution . . . then it necessarily devolves upon the Congress to direct the way" by congressional resolution declaring its policy.

The resolution should include, he said: (1) deintermixture, (2) reduction of present limits of power, (3) reduction of present limits of antenna heights, (4) reduction of vhf mileage separations, (5) confinement of tv stations to their home communities, (6) directional antennas, (7) elimination of cost differentials for all-band sets and (8) reduction of common carrier cable and microwave relay costs.

Mr. Johnson said, "It seems to me a cruel thing to continue debating the issues and holding out hope if, ultimately, nothing is to be done. I believe we deserve now an answer of some sort, one way or the other."

He asked the senators to come forth with "some planned solution . . . though it may not be perfect." He said the FCC should be asked

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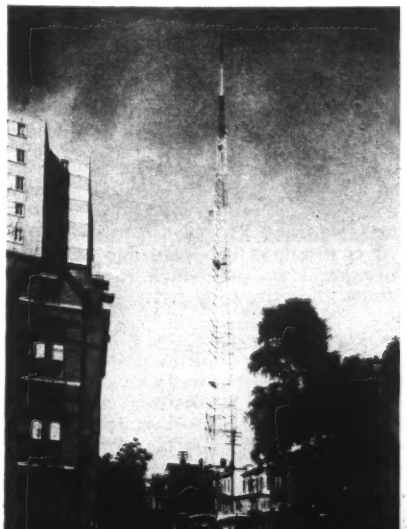

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to submit within a specified time "the best plan they can agree upon which will tend to solve as much of the problem as they can at this time. Even a 20% solution would be far superior to continued inaction."

Mr. Patterson said KSAN-TV (ch. 32) has caused 25% conversion in the San Francisco Bay area through extensive coverage of local and national sports, but has lost hundreds of thousands of dollars.

Mr. Patterson called for immediate deintermixture, reduced mileage separations of vhf, directional antennas, reduced power for new vhfs and use of educational reservations by permitting educational groups to apply for available facilities and to operate them either as commercial or educational as they desire.

He said that since the FCC "has refused in many instances to correct its error of intermixture," senators should recommend deintermixture to the FCC to such an extent "that they will be obliged to follow the recommendations of either this committee, or, if necessary, to have this committee pass legislation through the Congress . . . to require the FCC to deintermix uhf and vhf."

Mr. English said his uhf stations in both Raleigh and Erie are faced with "dominant and destructive vhf competition," although they have good staffs, facilities and programming. Both have CBS affiliations and have arrangements with ABC and NBC, he said. Each station has lost $300,000, however, he said.

He said there is a tendency by national advertisers "to look with great doubt on uhf claims and at the same time to accept with almost childlike credulity the most exaggerated claims of vhf operators in the same markets."

Decrying new vhf channels, which he said would be abandonment of "our hard won uhf circulation" to start off again with "no circulation," he said he would not even wish his opponents in Raleigh to have such a "disastrous assignment." He asked for a reduction of the excise tax on all-channel receivers to 5% and a boost in the tax on vhf-only sets to 15%. He asked for deintermixture in certain markets.

Mr. English said every FCC action has been against uhf except the rule allowing networks to own additional uhf stations, which, however, "can offer little solace to an independent operator."

"Either the Commission is ignorant of what it is doing, and on that I can, in charity, make no comment, or it is operating under the fundamental error that uhf should be eliminated."

If the FCC "crucifies the U. S. on a V-shaped cross, it will forever deny to hundreds of communities the possibility of local tv stations," he said. He said there could not be a few uhf islands in a sea of vhf. "It must be some vhf islands in a sea of uhf. That is the way the spectrum is allocated."

He asked that a grant of ch. 5 be withheld in Raleigh and that WSEE be allowed to operate on ch. 6 in Erie with a directional antenna.

Mr. Lyman said he wanted to establish local, high-quality programming on WTAO-TV Cambridge, Mass., as he has done with am and fm there but the uhf has been operating in "entrenched vhf territory." He asked for an allocations readjustment to provide the "maximum number of stations engaged in free competition." He said the FCC "seems to have become more and more dedicated to preserving a monopoly of very few high-power, high-tower vhf stations serving huge areas, regions and states—with local expression buried under the exclusive power of a very few men in New York."

Mr. Fillips, who told the committee he is general manager of Uhf National Televison Inc., Pittsburgh, said he planned to film eight hours of programming daily to be relayed to Pennsylvania uhf stations. He said his company is an applicant for a uhf station in Pittsburgh and would hire "thousands" of disabled veterans to work at the station if it is granted. He advocated higher power for uhf and promotion of uhf conversion.

TUESDAY

Mr. Barnes said the courts have not ignored the fact that the FCC exercises regulatory power in broadcasting and that this regulation, "to an extent thus far not precisely delineated . . . serves to deflect the full impact of antitrust law strictures." This gives FCC's Chain Broadcasting Regulations added importance, he said. He felt it was "inappropriate" for the Justice Dept. to comment on the regulations until "we have the report" of the FCC's reexamination of the regulations.

He said Justice is ready to "consult with" and "advise" the FCC on antitrust aspects of network regulation, if the FCC adopts rules on network affiliations. He said there are areas, "irrespective of FCC regulation," where the Justice Dept. has primary responsibility. He cited the *Lorain Journal* and *Kansas City Star* cases on advertising practices and Justice's civil case against RCA charging patent monopolies.

He also cited Justice Dept. suits against the National Football League and International Boxing Club charging restraints on programming materials.

He said Justice has "several investigations"

FCC ANSWER ON NETWORKS BY JUNE '57

McConnaughey tells House subcommittee that it should be forthcoming by then from Dean Barrows' network investigating committee. Statement made in FCC's support of $7.85 million budget request.

DEFINITE conclusions regarding what the FCC should do about television networks probably will be known by June 30, 1957.

That is what FCC Chairman George C. McConnaughey estimated before the House Appropriations Subcommittee on Independent Offices last month when the FCC appeared to justify the President's FCC budget request for $7.85 million [B•T, Jan. 23]. Transcript of the Feb. 15 appearance was released last week.

The FCC's 1957 budget calls for $119,000 for the network study, plus $22,000 for travel and communications. Last year Congress appropriated $80,000 for the network study. The investigation is under the leadership of U. of Cincinnati Law School Dean Roscoe L. Barrow and includes 12 members of the FCC staff at present. The $119,000 is based on using 15 people in this study, it was disclosed.

During the discussion on the network investigation, Rep. Joe L. Evins (D-Tenn.) asked whether it would include the question of broadcasters also owning allied industries and selling tv equipment "which they advertise over their own networks?"

ABC is owned by American Broadcasting-Paramount Theatres Inc. CBS and NBC have radio-tv receiver, tube and record manufacturing affiliates, with NBC also engaged in transmitter and other station equipment business.

The network study is looking into that question as part of its broad study of broadcasting, FCC Comr. Rosel H. Hyde answered.

First element to be undertaken by the network study staff will be an economic study, Dean Barrow told the congressmen. ". . . the network as an instrument in itself has no particular significance to us; it is the effect it has on broadcasting to the people; the effect on advertising, and all components of the industry," Dean Barrow said.

"For that reason we propose to start out with an economic study of the networks themselves and then go into the components. That would include advertising agencies, film producers and distributors, talent agencies and every other component that contributes to it."

These are, Mr. Barrow said, some of the questions which the study will seek to answer: ". . . the opportunity for competition between networks, why it is that we have such a small number, why in recent years no new ones have entered the field, and so on? What are the opportunities for sources other than networks to contribute to programming so that you can get a better programming service generally, and should there be changes in the working relationships between the networks and their affiliated stations? These are the basic focal areas. . . ."

H. H. Goldin, chief of the Economics Division, Broadcast Bureau, is detailed to the network study as economist.

Other highlights:

• Chairman McConnaughey said the $7.85 million budget will enable the Commission to clean up the tv backlog, leaving only 29 hearing cases undecided by the end of fiscal 1957. There are 37 hearing cases in the pipelines. He also said that the appropriations will clean up 159 am hearing cases, leaving 102 pending at the end of the fiscal year.

• Budget will permit addition of 70 more employees, it was revealed, bringing total FCC personnel to 1,132. Of the 70 new employes, 19 will be added to the Broadcast Bureau.

• A discussion of daytime stations, sparked by a question by Rep. Evins, disclosed that there are 1,123 daytime-only outlets on the air, compared with 1,831 unlimited time stations.

• The Commission's attitude toward Defense Dept. tv outlets at or near military bases was expressed by Comr. Hyde. After referring to requests by the Air Force for FCC approval of the use of tv channels at remote areas, Comr. Hyde added: "It is the sort of thing that could become a serious problem. I personally think that where the operation is limited to a remote point, where it does not get into competition with private enterprise, it is not dangerous; but if it is permitted to spread into areas where Government stations would enter into competition with private enterprise, you have something else. . . ."

• Rep. Evins chided the FCC for not responding fully to a questionnaire sent by his House subcommittee investigating executive department influence in regulatory agencies [B•T, Jan. 30]. Chairman McConnaughey promised that the questions would be answered as soon as possible.

• The Budget Bureau cut FCC's 1957 budget by $210,000, Mr. McConnaughey replied in answer to a question from Rep. Albert Thomas (D-Tex.), chairman of the appropriations subcommittee.

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pending in the broadcasting field. Among them, he said, are the NBC-Westinghouse Broadcasting Co. radio-tv stations swap and complaints about networks requiring advertisers to take programs owned or controlled by the networks.

Mr. Barnes said the latter practice has been compared to the Paramount case in which the Supreme Court required that control over movie production and distribution be separated from exhibition. "We believe that if a similar situation is to be avoided in the telecasting industry the networks must not condition access to the airways on use by the advertiser of a network-owned program," he said.

He said Justice also is investigating charges that feature films are being licensed to tv stations under conditions which compare with the block-booking practices condemned in the Paramount case, wherein an exhibitor was required to show both good and bad pictures. He said film programming is especially important to unaffiliated tv stations to enable them to compete with network programs.

During questioning, Mr. Barnes said Justice also is investigating wrestling on tv, which he felt is a combination of dramatics and sport. He cited a Supreme Court decision which has held baseball to be a sport, not a business.

Mr. Barnes said he felt Sec. 313 of the Communications Act makes antitrust laws applicable to broadcasting even more stringent than in some other industries because broadcasting is a realm of expression. He didn't want to commit himself on whether Justice feels Congress ought to establish primary and secondary jurisdiction between the FCC and Justice in enforcing antitrust laws. He said the Federal Broadcasting Co. case had cast some doubt on Justice's exact jurisdiction and that he would like to get such a case before the Supreme Court for a definition.

He said that whether Justice instituted antitrust action in a network practice that has been approved by the FCC would depend on the "circumstances and facts," and the "nature" of the FCC approval. He said Justice would make the initial decision to contest such a practice.

He said FCC and Justice had liaison meetings in the NBC-Westinghouse swap; that Justice normally doesn't ask FCC to defer an action which the former is investigating; that Justice notifies FCC if a Commission action would have a "psychological or other" effect upon Justice's action, but makes no recommendations. The FCC-Justice liaison formula has been in operation only since last August or September, he said.

Mr. Barnes had no comment on a possible comparison of network program availability to stations and the requirement that Associated Press furnish services to all newspapers who ask for the service. He said the FCC has not asked Justice's comment on whether the former's Chain Broadcasting Regulations should be abolished.

Asked if Justice would ask abolition of the regulations or legislation if it felt they put FCC "self-approval" on practices which were an obstacle to antitrust enforcement, Mr. Barnes said it would depend on the size of the difficulty and how fundamental, but that if Justice tried to "inject our thought and we felt it wasn't considered, we'd go to Congress."

He said Justice is not engaged in a "broader probe" of option time operations and never has decided on the validity of an analysis of option time contained in a report a year ago by Harry A. Plotkin, former Democratic counsel to the Senate committee [B•T, Feb. 7, 1955]. Mr. Plotkin said he believed the time clearances and cancellation provisions in time option contracts create an artifical and competitive advantage for the networks over station or national spot representatives in vying for the national or regional advertiser's dollar in the sale of program time and that this helps to explain the "dominant position" networks occupy in the industry.

Mr. Barnes admitted, under questioning, that there is some parallelism on the surface and "that's the reason we are concerned."

He said Justice had "one or two" complaints that option time involved "blind selling"—also condemned in the Paramount case. Asked if these were being investigated, he said Justice doesn't "just put the letters in the wastebasket," but can't hold an investigation every time it gets "a letter." He said there is a possibility of antitrust law violation in NBC's and CBS's "must buy" policy.

Mr. Merryman criticized the CBS plan for three network stations in the first 100 markets, saying the "boldness" of the plan "makes you gasp. They want to take one-third of U. S. tv power."

Mr. Merryman, whose WICC-TV Bridgeport is in the coverage area of New York's seven vhf stations, said local radio is coming into its own at last and network radio is on the wane, with the former achieving its "true place in the community." Tv also must be local, he said, if the intimacy of communications with the practice of democracy is to continue. He said something must be done for uhf "right now, before the 95 [uhf] stations still operating go under."

He said 1956 is uhf's "year of decision, and failure to act now on behalf of uhf will foreclose the possibility of any future resurrection." He said the FCC has "virtually abdicated as an instrument of government policy."

Mr. Merryman advocated drop-in vhfs which would provide a "hometown" tv station and push back the signal of the regional station, with no loss in tv service. Showing a map with a vhf drop-in in a hypothetical triangle of three regional vhf stations, he said that the outer coverage of the three regional stations interfere with each other anyway, so that a drop-in vhf would cause relatively little new interference. Such a drop-in would not interfere at all with regional stations not on the same channel as the drop-in, he said.

He said modern directional antennas already have reduced interference below the "theoretical levels" used by the FCC. He criticized the term "degradation of service" as a word used "to describe the feelings of an unwilling servant of the public's interest—and no more."

Mr. Merryman felt all present uhf stations could be accommodated by a vhf drop-in, plus many of the present 104 holders of uhf construction permits. He advocated vhf drop-ins for existing uhf stations on a "temporary" basis until 85% of sets in the area are converted to uhf or at the end of five years, "whichever is *later*" [italics supplied], with the vhf drop-in operating on both uhf and vhf for that period.

He said he felt a solution would consist of some combination of deintermixture, cutbacks, drop-ins and simultaneous uhf-vhf telecasting. He asked a congressional statement of policy, so engineers can suggest a system to implement the policy.

He suggested that color tv be put on uhf only.

Mr. Merryman said he had written Dr. W. R. G. Baker, vice president of GE and chairman of the National Television Systems Committee which recommended the present compatible color system, asking Dr. Baker's views on restricting color to uhf and giving existing vhf stations a companion uhf station to broadcast color. He read a telegram from Dr. Baker expressing general concurrence with the proposal and saying that this plan would be "one way" to give vital support to uhf.

Dudley Jewell, managing director of the Bridgeport Chamber of Commerce and one of several witnesses accompanying Mr. Merryman, said Bridgeport merchants want a local vhf station to carry their advertising, since the costs of advertising on a New York vhf tv station are prohibitive. He suggested that vhf ch. 6 be dropped in at Bridgeport, despite FCC statements that this would interfere with co-channels at Philadelphia and Schenectady. He asked why New York City is entitled to seven vhf channels while the entire state of Connecticut has only two vhf assignments.

Benjamin Adler, president of Adler Communications Labs, accompanying Mr. Merryman, described his firm's work in building low-cost tv stations, mostly uhf, and said he had built a low-power station (KINY-TV Juneau, Alaska, ch. 8) for $35,811. Such a station would cover a radius of 5-10 miles and a higher tower would double the range, he said.

Mr. Fine said his station lost $100,000 until Sept. 1, 1955, but now is operating profitably and has recouped a small part of its losses. There is less than 1% vhf penetration in the market at present, he said. The station has no "white areas," he added.

He suggested that the Senate group ask the FCC to stay the effectiveness of a recent vhf grant in Evansville, Ind., and withhold grant of a second vhf in contest at nearby Hatfield, Ind.

WEDNESDAY

Mr. Buchan, whose station (WKLO-TV, ch. 21) went on the air in 1953, but suspended in 1954, asked that vhf chs. 7, 9 and 13 be assigned to Louisville, replacing uhf chs. 15, 21, 41 and 51 now assigned there. He asked that WKLO-TV operate ch. 7 on a temporary basis in Louisville. This plan would leave Evansville, Bowling Green, Ky., and Hatfield as uhf markets, he said, and would result in an educational vhf channel in Louisville instead of the present reserved uhf.

Mr. Tarzian recommended that the uhf problem be solved by lowering the tax on all-channel sets. He said this subsidy will assure a free competitive tv system and will not benefit any one group at the expense of the federal treasury. The subsidy will mean more jobs, more tv stations and more taxable income so that the government will collect more than it loses over a period of years, he said.

He said 31% of tuners sold by his firm to

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STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Ownesboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

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manufacturers in 1954 were uhf, in 1955 it had dropped to 26% and he expected this to drop to about 20% in 1956. He exhibited sample vhf and uhf tuners and combinations and said the difference with uhf added to vhf at the factory is about $10.

He said that with action by Congress it would take four to five years to put into circulation 30 million sets equipped to tune uhf and vhf.

Mr. Steetle said abolition of vhf educational reservations would destroy educational tv's immediate prospects for growth which lie chiefly in the vhf band. Abandonment or deterioration of uhf would destroy educational tv's long-range prospects of full development, since two-thirds of educational tv reservations are in the uhf band, he said.

He said there now are 20 educational tv stations on the air (18 on reserved channels); that by the end of the year JCET expects that educational tv stations will be operating in all the cities in the first 20 markets where vhf channels have been reserved (10 cities); that in 7 of the first 10 markets and 10 of the first 20 metropolitan areas, educational tv is dependent upon the future of uhf.

Broadcast Bureau Appointees Named

THREE new appointments in the FCC Broadcast Bureau were announced by the Commission last week. Sol Schildhause, chief of the renewal branch, Renewal & Transfer Div., was promoted to chief of the tv applications branch, Broadcast Facilities Div. Mr. Schildhause is succeeded by Millard F. French, former FCC hearing examiner (1953-55). Also announced was the promotion of Robert J. Rawson, from assistant chief of the now defunct Hearing Div., to chief of the hearing branch, Broadcast Facilities Div.

Mr. Schildhause, a native of New York City joined the FCC in 1948, prior to which he was in private law practice. He is a 1937 graduate of the College of the City of New York (B.S.S.) and was graduated from Harvard Law School in 1940 (LL.B.).

Mr. French was born in Beckley, W. Va., and was graduated from Concord (W. Va.) College (A.B., 1930) and West Virginia U. (LL.B., 1933). He served as a judge at Beckley and during World War II he was a flight equipment supervisor and aviation ground school instructor. He also was a hearing examiner with the Civil Aeronautics Board (1948-53).

MR. SCHILDHAUSE

MR. FRENCH

Mr. Rawson came to the FCC in 1946, following four years of World War II service in the U.S. Navy. He was discharged as a lieutenant commander. Mr. Rawson was born in Boston and received his LL.B from Columbus (Ohio) U. in 1938. Before his naval service, Mr. Rawson was with the Dept. of Agriculture and the Dept. of Justice.

NBC-WESTINGHOUSE SWAP QUESTIONED

House antimonopoly unit asks why the FCC approved Cleveland-Philadelphia station deal after Justice Dept. had said it was investigating case.

DID the FCC thumb its nose at the Dept. of Justice when it approved the exchange of radio and tv stations between NBC and Westinghouse? Does the FCC action foreclose the Dept. of Justice from acting in the matter? Did the FCC receive the Justice Dept.'s letter about the transaction in time to withhold action?

These, and other questions about the FCC's approval of the swap of stations between NBC and Westinghouse—approved late in December [B•T, Jan. 2]—cropped up last week at the opening session of a Capitol Hill hearing on the antitrust laws and regulated industries. The hearing is being conducted by a House Judiciary subcommittee under the chairmanship of Rep. Emanuel Celler (D-N.Y.). Broadcasters and the FCC will come under the committee's examination in the latter part of March.

The hearing opened with Assistant Attorney General Stanley N. Barnes, chief of antitrust division, in the witness seat. Mr. Barnes had gone no further than 18 pages of his prepared testimony when Rep. Celler interjected the NBC-Westinghouse transaction.

At issue, according to Mr. Celler, was whether the FCC approved the exchange after receiving a letter from Mr. Barnes raising questions of antitrust violation. Mr. Celler read a copy of a Dec. 27, 1955, letter sent by Mr. Barnes to FCC Chairman George C. McConnaughey informing the FCC that the Dept. of Justice was initiating a preliminary investigation of the NBC-Westinghouse stations exchange and stating that there appeared to be a question whether the exchange may be "unduly restrictive." The FCC announced its approval (with FCC Comr. Robert T. Bartley dissenting and urging a hearing) Dec. 28.

Early in January Mr. McConnaughey answered Mr. Barnes, it was developed. Mr. McConnaughey on Jan. 9 told Mr. Barnes that the Commission had approved the transaction Dec. 21, but had held up issuance of the order so that the dissent and a supporting statement (by the FCC Comr. John C. Doerfer) could be included. He asked that the Justice Dept. keep the FCC advised on its finding after the investigation was completed.

Queried by Mr. Celler on why the Justice Dept. did not request the FCC to withhold action pending its investigation, Mr. Barnes answered that this was a field where both the Justice Dept. and the FCC exercised concurrent jurisdiction. Therefore, he said, he felt advising the Commission of what the department was doing was all he could do.

The situation is "very involved" and "enigmatic," Mr. Barnes said. The Justice Dept. has been told some things by some people, Mr. Barnes explained, and other things by other people. The matter is extremely "delicate," he said, adding that the investigation is still underway.

Mr. Celler intimated at one point that the Commission granted the exchange without a hearing in opposition to its own staff's recommendation that a hearing be held.

Asked whether the Justice Dept. can bring action in the matter, even though the FCC has acted, Mr. Barnes said that if his investigation showed that there was a basis for action, it could. He said this was a preliminary conclusion, not a final conclusion.

The NBC-Westinghouse exchange involved the network's owned WTAM-AM-FM and WNBK (TV) Cleveland and Westinghouse's KYW and WPTZ (TV) Philadelphia. NBC gave Westinghouse its Cleveland stations and $3 million for Westinghouse's Philadelphia stations. Rumors that NBC had threatened Westinghouse with loss of affiliation if it did not accede to the exchange were rife. WGR-TV Buffalo formally made such a charge in conjunction with that station's opposition to NBC's purchase of ch. 17 WBUF-TV Buffalo. It was one of the issues in a protest hearing to the Buffalo sale, but WGR-TV dropped its protest before the hearings got underway seriously.

Mr. Barnes also told the committee that the FCC confers with the Justice Dept. on antitrust matters occasionally. He said that about a year ago, he and Mr. McConnaughey conferred on various overlapping matters and decided that as far as network affiliation with stations was concerned that this would be an FCC responsibility.

In his introductory remarks, Mr. Celler said that one of the main questions to be explored was whether there is a tendency for regulatory commissions to become "unduly" responsive to the dictates of the industries which they regulate.

"Excessive industry orientation," Mr. Celler said, "would go far to thwart our traditional anti-monopoly policy."

Speaking of broadcasting and the FCC, Mr. Celler said:

"Television broadcasting already exercises such an important influence over our daily lives that I can think of no field where antitrust objectives assume greater significance, especially in the light of the Congressional objective of a nationwide competitive system of broadcasting so as to provide a free marketplace for ideas."

The committee will seek to ascertain, Rep. Celler said, whether (1) there is undue concentration of control in television broadcasting, (2) certain competitive network practices are compatible with the antitrust laws and public interest, (3) there is undue preemption of television network broadcasting time by certain concerns (advertisers), (4) the FCC has exercised its regulatory authority consistent with the antitrust laws, and (5) the FCC will handle the uhf problem so as to foster competition rather than monopoly and provide the maximum number of tv outlets throughout the country.

The subcommittee's hearing started with a charge by Rep. Kenneth B. Keating (R-N.Y.) that it was tinged with politics. He asserted that the Republican members of the committee had not been informed of the subject matter to be investigated. In addition to Messrs. Celler and Keating, other members of the subcommittee are Democrats Peter W. Rodino Jr. (N.J.), Byron G. Rogers (Colo.) and James M. Quigley (Pa.) and Republicans William M. McCulloch (Ohio) and Hugh Scott (Pa.). Herbert Maletz is chief counsel of the subcommittee.

Ike Reappoints McConnaughey

FCC Chairman George C. McConnaughey was reappointed chairman last Monday by President Eisenhower to serve in the post until June 30, 1957, when his Commission term expires. His present chairmanship expires March 22.

He was named to the FCC in October 1954 to fill the unexpired term of George E. Sterling, who resigned. When he was first appointed chairman by the President, thought was voiced that the chairmanship would be rotated annually.

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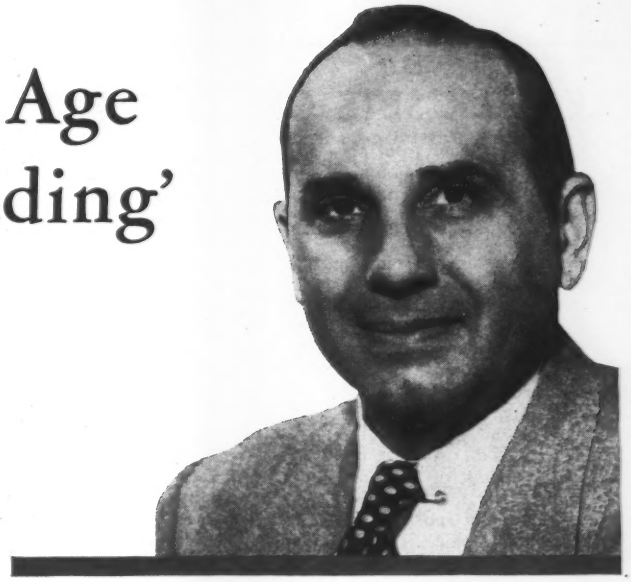

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Mr. DePierro has more than 25 years of media experience under his belt. He cut his first teeth on media at Gotham Advertising Co., where he worked for 10 years. Successive bites of media experience came as media director at Paris & Peart for five years, at Buchanan Advertising Agency for five years, and at Geyer Advertising Inc. for four years.

In 1952, he came with Mr. Newell to Lennen & Newell, Inc. Today, Mr. DePierro heads a space-and-time department buying over $38,500,000 in advertising a year.

Advertising Age is "must" reading for most of the decision-makers *whose decisions affect you.* To keep abreast of advertising news, trends and significant developments, the executives who *influence* media decisions as well as those who *activate* media decisions rely on AA every week.

At Lennen & Newell, for example, where $20 million was placed in broadcast billings last year*, 40 paid subscription copies of Advertising Age get a "going-over" by L. & N. executives each week. Further, among the top 36 agencies which placed $812,500,000 in radio-tv billings in 1955*, *Ad Age averages over 75 copies per agency.*

Add to this AA's similar penetration of advertising agencies with 8,448 subscriptions, its "must" readership by top executives in national advertising companies—its unmatched total readership of 120,000, based on 32,000 paid subscriptions—and you'll recognize **in Advertising Age a most influential medium for swinging** broadcast media decisions your way in 1956.

**Broadcasting-Telecasting 1955 Report*

important to important people

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ABC NBC NBP

IKE TALK SETS OFF TIME FREE-FOR-ALL

(Continues from page 33)

about $100,000, covering time and production costs. Cancellation of NBC-TV's *This Is Your Life* was estimated to have cost the network about $50,000.

WGMS Washington put the radio tape of the conference on the air at 11:37 a.m. via its direct line from the White House.

The Wednesday night presidential address was broadcast from his office, with only one camera used. Robert Montgomery produced, avoiding production tricks. The President spoke from lengthy notes, which he read from the desk. After the 16-minute talk he introduced Mrs. Eisenhower. At that point the program seemed to get out of hand for about a minute as the President looked around, picked up his pile of notes and spoke to the little group of intimates in the office. The Star Spangled Banner was not played.

In Washington, WRC-TV, keying NBC, went directly into a commentary whereas WTOP-TV inserted a commercial before switching to Douglas Edwards.

Voice of America had a tape recorder outside the executive offices after the Wednesday news conference, interviewing the sidewalk crowd. Radio Free Europe provided extensive service from all its transmitters.

Inquiries at the FCC about liability of networks to grant reply time to the Democrats brought this position: Networks would be obligated to grant time to any other qualified candidate for the Republican presidential nomination. The Commission referred to its question-answer political primer dated Sept. 8, 1954. Question 18 of the primer states the matter this way:

Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Sec. 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the Commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Sec. 315, the primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and therefore, insofar as Sec. 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention.

KENTUCKY became the 37th state to enact libel protection for broadcasters when Gov. A. B. Chandler signed a new law. Watching are Hugh Potter, WOMI Owensboro, representing Gilmore Nunn, president of Kentucky Broadcasters Assn., and Mrs. Potter.

Neuberger Would Have Govt. Foot Election Campaign Bills

SEN. RICHARD L. NEUBERGER (D-Ore.) has introduced a bill (S 3242) that would provide government financing of federal election campaigns by paying both major parties an equal amount—this year $11,065,985.

Sen. Neuberger said he introduced the bill to avoid the "evil" of large private campaign donations. He said large election campaign expenditures have become necessary because of the "tremendous cost of reaching people through modern media of communication, particularly through radio and television."

Allocations to each party in a presidential election year would amount to 20 cents for each voter based on the average vote for the past two presidential elections. In a non-presidential election year, the amount would be 15 cents per voter, based on average total votes in the past two non-presidential election years. This would make $11,065,985 available to each of the major parties this year.

Sen. Neuberger's bill would limit individual campaign contributions to $100 and each party would be allowed to raise from private sources an amount no larger than that given by the government. Co-sponsors of the bill were Sens. Wayne Morse (D-Ore.), James E. Murray (D-Mont.), Mike Mansfield (D-Mont.), Paul Douglas (D-Ill.) and John Sparkman (D-Ala.).

If debate of the major issues is to be brought before the people, Sen. Neuberger said, it must be done through radio-tv and other modern media. He said he calls his bill the "Teddy Roosevelt Bill" because President Theodore Roosevelt first proposed it in 1907. A similar bill (HR 9488) has been introduced in the House by Rep. Frank Thompson Jr. (D-N. J.).

Operational Center Planned In Chicago for Convention Tv

A $600,000 tv operational center will be set up in Chicago by AT&T's Long Lines Dept. and Illinois Bell Telephone Co. in time for network coverage of the political nominating conventions this summer, it was reported last week.

The center will serve as a focal switching point for network feeds to Chicago and other stations carrying the Democratic and Republican conventions next August. It now is being installed in the Illinois Bell Telephone Co. offices at 85 W. Congress St. and will be ready for service in June.

Mickelson to Speak at SMU

SIG MICKELSON, CBS vice president for news and public affairs, who addressed U. of Wisconsin's 1956 Journalism Institutes program last Friday on television's role in politics (see text page 32), will speak this Friday at the Southwestern Journalism Congress at Southern Methodist U., Dallas, on "The Current Status of Electronic Journalism."

Apropos

PRESIDENT EISENHOWER's Wednesday night broadcast of his reasons for deciding to stand for re-election had some interesting overtones for Paul M. Butler, Democratic chairman. Speaking at a National Press Club luncheon in Washington (see story, opposite page) he drew laughs by citing these schedule factors:

The President followed *Break the Bank* on ABC-TV and *I've Got a Secret* on CBS-TV. His talk to the nation bumped *This Is Your Life* on NBC-TV and the *U. S. Steel Hour* on CBS-TV.

BILL WOULD AMEND 'EQUAL TIME' PROVISO

Measure introduced by Sen. Lyndon B. Johnson would change Sec. 315 (a) of Communications Act making it necessary for stations to give same amount of air time to presidential, vice presidential candidates of major parties.

A BILL which would amend Sec. 315 (a) "equal political time" provisions of the Communications Act insofar as they affect candidates for the presidency or vice presidency was introduced Tuesday by Senate Majority Leader Lyndon B. Johnson (D-Tex.). [AT DEADLI Feb. 27].

The bill (S 3308) also revises upward the lega amount a national political committee may spend in this year's presidential election—from the present $3 million to $12.3 million. The measure would raise the legal amounts that may be spent on behalf of candidates for U. S. senator and representative.

S 3308 would leave Sec. 315 (a) unchanged as it regards all candidates except those for the presidency and vice presidency. For the latter, networks and radio-tv broadcasters would have to furnish equal time for the presidential and vice presidential candidates of the major political parties only.

The measure was co-sponsored by 25 senators, including Senate Minority Leader William Knowland (R-Calif.) and the Democratic and GOP whips. It is similar to a proposal by CBS President Frank Stanton which has been introduced in the Senate and House (S 2306 and HR 6810) and on which a House subcommittee has heard testimony [B•T, Feb. 6, et seq.].

The Stanton plan, however, applies to all candidates and only to news, forum, interview, debate and similar programs, while S 3308 applies to all radio and tv programs. The Stanton plan would relieve broadcasters entirely of the "equal time" requirements on the news-type programs, while the Johnson bill provides equal time to the major party presidential and vice presidential candidates.

Provision is made for candidates of major parties other than the Democratic and Republican Parties by a requirement that any other party, to qualify for equal time with the two major parties, must have polled 4% of the votes in the last presidential election or must present a petition with names totaling 1% of the vote at the past presidential election.

The Sec. 315 (a) amendment is designed to relieve broadcasters of the requirement that they furnish equal time to candidates of small

minority parties or splinter groups. Networks have indicated they would be willing to furnish free time to presidential and vice presidential candidates of the major parties if they are not required to make time available on the same basis to candidates of minority groups.

The boost in legal expenditure ceilings for national parties from $3 million to $12.3 million also would apply to state and local committees. The existing federal law on legal ceilings does not appy to state and local committees.

Campaign expenditures for senators and representatives-at-large would be raised from the present $10,000 ceiling to $75,000. The amount in populous states might even exceed $75,000, since it is based on 20 cents for each vote cast in any state election in the preceding four years.

It would raise the ceiling for representatives from the present sliding scale of $2,500-$5,000 to $15,000, also with a provision that the amount might go higher than $15,000, based on 20 cents per vote in the preceding election for that office.

S 3308 follows in some respects along the lines of recommendations made in a study, "Television & Presidential Politics," for the Brookings Institution [B•T, Feb. 20].

The Johnson bill also would authorize income tax deductions for political campaign contributions up to $100.

Rep. Stewart L. Udall (D-Ariz.) introduced an identical bill in the House Wednesday.

ABC and CBS officials said Thursday they had no immediate comment on the Johnson proposal. NBC officials were not available for comment.

Radio-Tv Galleries to Mail Political Convention Forms

THE Radio-Tv Correspondents Galleries in Washington have announced that notices will be mailed to all radio and tv stations for accreditation, credentials, assignment of seats and convention hall space for the radio-tv industry at the upcoming presidential nominating conventions next August.

The galleries said radio and tv stations which expect to send reporters and other personnel to the Democratic and Republican conventions should apply immediately to the national committees for hotel accommodations.

For hotel space at the Democratic Convention in Chicago, which starts Aug. 13, write: Neale Roach, Convention Manager, Democratic National Committee, 1001 Connecticut Ave. N.W., Washington, D. C.

For hotel space at the Republican Convention in San Francisco, which starts Aug. 20, write: Ted Dalton, Chairman, Subcommittee on Housing, Republican National Committee, 1625 Eye St. N.W., Washington, D. C.

Butler Reiterates Plea For Equal Time Revision

SUPPORT of proposed revision of Sec. 315 of the Communications Act [B•T, Feb. 20, 13, 6] by newsmen and publications was advocated Wednesday by Paul M. Butler, chairman of the Democratic National Committee, in a talk to the National Press Club, Washington. Sec. 315 governs handling of political broadcasts on an equal time basis.

The amendment, Mr. Butler explained, would "permit television and radio stations to extend free time to major candidates in presidential campaigns without being required to give equal time to fringe or frivolous candidates."

He advocated support of the committee's "recent proposal that the two parties arrange a debate series between the heads of the rival tickets in the 1956 campaign."

Mr. Butler chided the GOP because that party's response to this idea "has not been favorable." He urged support of a plan for the Advertising Council to conduct a fund drive to finance campaigns by both parties and place them on an equal financial basis. Here again, he said, the GOP has not given approval. He urged newspapers to carry "battle pages" during campaigns, with both sides supplying material, terming it a chance for newspapers to give equal space and impartial treatment "in accord with the precedent and the principle of 'equal time' in the radio and tv media."

FCC Denies Uhf Petitions Concerning Deintermixture

PETITIONS from several uhf stations asking that the FCC reconsider its Nov. 10, 1955, action denying all petitions for deintermixture [B•T, Nov. 14, 1955] were denied by the FCC last week. The Commission said that it had considered and disposed of reasons in support of action on deintermixture when it incorporated the question into the current reallocations proceeding.

Those denied reconsideration appeals were WTVO (TV) Rockford, Ill.; WGTH-TV Hartford, Conn.; WKNB-TV New Britain, Conn.; WHYN-TV Springfield, Mass.; WWLP (TV) Springfield, Mass.; WAIM-TV Anderson, S. C.; WGVL (TV) Greenville, S. C.; WTSK-TV Spartanburg, S. C.; WITV (TV) Fort Lauderdale, Fla.; WPFA-TV Pensacola, Fla.; KTAG (TV) Lake Charles La., and WOBS-TV Jacksonville, Fla.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented.

WLBR-TV Hearing Begins

HEARING into the protested purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, *Inquirer*) got underway last week with Wednesday and Thursday sessions. The WLBR-TV purchase, for $115,000 plus assumption of $125,000 in obligations, was protested by Harrisburg, Pa., uhf stations WCMB-TV (ch. 27), WHP-TV (ch. 55) and WTPA (TV) ch. 71.

Walter H. Annenberg, who with his family owns the Triangle interests, occupied the witness chair Wednesday. Testifying Thursday were Mr. Annenberg, Roger W. Clipp, WFIL-AM-FM-TV general manager, and Joseph First, Triangle vice president.

The hearing was recessed until March 12.

Rep. Bentley to Run Again

REP. ALVIN M. BENTLEY (R-Mich.) last week announced that he will seek re-election to Congress rather than attempt to get the Republican nomination for governor of Michigan. Rep. Bentley has been in government on the national level for 15 years and has specialized in legislation dealing with foreign affairs. The Congressman is one-third owner of WKNX-AM-TV Saginaw, Mich. [B•T, Feb. 7, 1955]. WKNX operates on 1210 kc, 1 kw daytime. WKNX-TV, ch. 57, is affiliated with ABC and CBS.

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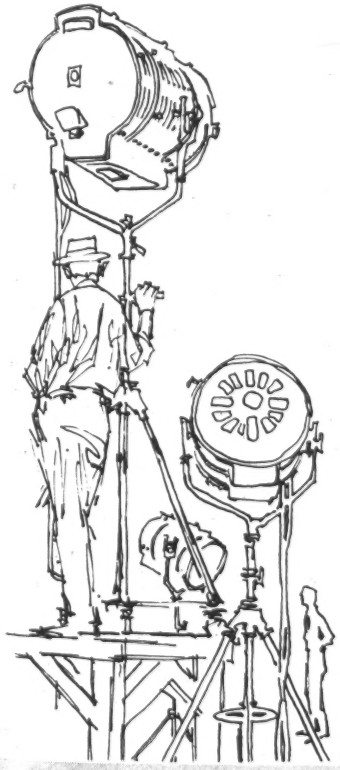

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DOERFER ASKS LIMIT ON TV AFFILIATIONS

FCC Commissioner recommends, as aid to uhf, that Commission pass rule forbidding television stations from receiving service from more than one network.

FCC Comr. John C. Doerfer last week formally recommended that the FCC adopt a regulation forbidding a television station from affiliating or carrying the programs of more than one network.

Comr. Doerfer's proposal came a week after he profferred this idea to the Senate Commerce Committee in its hearing on television matters—so vhf outlets "can't scoop off the cream of the three networks" [B•T, Feb. 27].

Basing his suggestion on the premise that programming is the most important element in the plight of uhf stations, Comr. Doerfer told his fellow commissioners that it is intended "as a program aid to those uhf stations operating in the same metropolitan area at a competitive disadvantage with a vhf station which has appropriated the cream of all three network programs to itself and to the detriment of competitive uhf operation in the same market."

Mr. Doerfer said that adoption of this rule would be an expedient "until such time as the facilities for uhf transmitting and reception are substantially equal with those of vhf."

By acting now, Comr. Doerfer said, the FCC would be put in a position before June 30 (the date which has been mentioned for the Commission to complete its allocations study) to "solve an immediate and pressing problem."

"Whether the Commission adopts partial or selective deintermixture or maintains a *status quo*," the Wisconsin Republican said, "the proposed rule would be helpful to presently operating uhf stations."

Under many situations, vhf stations have primary affiliations with one network but also carry the programs of a second or a third network in addition. This is usually where there is one vhf station in a market, with the other outlets uhf facilities. In areas where there are two vhf stations, and the remainder uhf, one of the vhf stations usually is affiliated with two networks.

Meanwhile, it was learned last week, the FCC staff working on the allocations proceeding has been ordered to speed up its deliberations. Although no target date has been set (July 1 has been the date most of the commissioners testifying before the Senate committee have seen as the earliest), it was understood that the staff hopes to have enough material before the Commission in another 15-30 days for the commissioners to make determinations on basic policy.

This is envisaged already, it is apparent, as fundamentally a question of whether tv allocations should be premised on wide area coverage or multiple, competitive services. Present allocations principles are based on wide area coverage, with multiple services as second priority.

More than 500 pleadings were filed in the Commission's allocations proceeding. Suggestions ranged from moving all tv to uhf (GE) to maintaining the *status quo*.

Comr. Doerfer's proposal—which is officially a motion before the FCC now—suggests adding an additional provision to the television multiple ownership rules (Sec. 3.658). His recommended addition would read as follows:

"(i) Multiple affiliation. No license shall be granted (1) to a television broadcast station located in any metropolitan area (as defined by the U. S. Bureau of Census, 1950) in which three or more television broadcast stations are operating, having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than one network organization, or (2) to a television broadcast station located in any metropolitan area in which two broadcast stations are operating having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than two network organizations; provided, however, that this rule shall not be applicable to the broadcasting by any television broadcast station of any network program which has been offered to and refused by another television broadcast station located in the same metropolitan area."

Comr. Doerfer's proposal is similar in content to suggestions which have been made from time to time to limit network affiliation to a "one-to-a-customer" basis. During the 1954 hearings before the Senate Commerce Communications Subcommittee (Sen. Charles E. Potter [R-Mich.], chairman), Dr. Allen B. DuMont suggested a formula by which networks would be circumscribed in their choice of an affiliate in the top 100 markets. Under one plan, each of the networks would be required to make a uhf station a primary affiliate by going down the top 100 markets and permitting each network to choose its affiliate in order (there were then four tv networks). Another plan envisaged any network having the right to demand at least 25% of a station's time. This would mean, Dr. DuMont said, that when a network's time was pre-empted by another network it would turn to a uhf station to carry its programs.

Comr. Doerfer's latest recommendation is the second sweeping allocations revision the Wisconsin commissioner has advocated in the uhf-vhf controversy. Last year, he officially suggested that all tv stations in major metropolitan areas (New York, Chicago, Los Angeles) be switched to uhf. This was during the height of the campaign by uhf stations to sell the Commission on deintermixture.

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FCC ASKS COURT SUPPORT OF ITS OWNERSHIP RULES

Baker says if appeals court decision on Storer challenge is upheld Commission's rule-making powers will be meaningless. At stake is limitation placed on number of stations that may be owned by company or individual.

A PLEA that the U. S. Supreme Court uphold the validity of the FCC's multiple ownership rules—overturned by the U. S. Court of Appeals last year when Storer Broadcasting Co. challenged their legality—was made last week to the high court by FCC General Counsel Warren E. Baker.

If the lower court's ruling is sustained, Mr. Baker declared, the FCC's rule-making powers will be "meaningless." At stake, it is understood, is the rule-making authority of all federal administrative agencies.

Subject of the appeal by the FCC was a lower court ruling classing as illegal the Commission's limitation on the maximum number of broadcast facilities which may be owned by a single individual or company [B•T, Feb. 28, 1955]. The appeals court held that Sec. 309(b) of the Communications Act requires that before an application can be denied a hearing must be held.

At the time the suit was initiated by Storer, one entity could own only five tv stations. This was amended later to permit the ownership of two additional tv stations in the uhf band. The seven-to-a-customer maximum also is the limit placed on am and fm stations.

The case resulted when Storer, which then owned five tv stations, in 1953 filed an application for Miami's ch. 10. The Commission refused the application, and Storer brought suit in the appeals court attacking the regulation.

The appeals court desision was defended by Storer attorney Albert R. Connolly.

Questions from the bench were concerned mainly with whether a waiver of an FCC rule could be requested, and if so what type of hearing would be held. Justices Frankfurter, Reed and Black asked the most questions, with other justices seeking clarification of various aspects of the case.

The FCC position was that the lower court misinterpreted the Communications Act. This ruling, said Mr. Baker, opens the way for anyone to require a full hearing by the filing of an application. The FCC has the right to limit ownership, Mr. Baker averred, under the Communications Act's provisions relating to diversification, the prevention of undue concentration and the antitrust laws. This right to promulgate specific regulations was upheld by the Supreme Court in the 1941 Chain Broadcasting rules and by the appeals court in the Logansport case (where the FCC's table of tv allocations was sustained), Mr. Baker said.

Storer's case upholding the lower court decision was that the FCC's rule-making powers

were limited by specific provisions of the Communications Act (aliens, lottery laws, etc.). Mr. Connolly emphasized that the multiple ownership rules were inconsistent with Sec. 309 (b) of the Communications Act, which requires that a hearing must be held before an application can be denied. He stated that there was no objection to the Commission having a policy regarding maximum ownership, but the FCC cannot refuse an application on those grounds. He also stressed that there was no justification for the numbers which the Commission had chosen as the upper limit on ownership.

KIVA (TV) Protests Grant Of Yuma, Ariz., Ch. 13

GRANT of ch. 13 Yuma, Ariz., to Wrather-Alvarez Broadcasting Inc. (KFMB-AM-TV San Diego) was protested last week by ch. 11 KIVA (TV) there. The disputed grant was made without hearing by the FCC Jan. 25 [B•T, Jan. 30].

KIVA claimed that the Yuma market cannot support two tv stations and included a report by tv consultant Howard S. Frazier supporting that claim. Wrather-Alvarez' expected revenue from its proposed station is unrealistic, KIVA said, pointing to its own accumulated deficit of $221,850 in 2½ years of operation. KIVA stated that it had pioneered in tv in the Yuma area at "tremendous financial sacrifice" and was only just beginning to see the financial "break-even point."

Also unrealistic, KIVA declared, were programming proposals advanced by Wrather-Alvarez,—"concoctions evolved in daydreams on Hollywood Blvd. and Madison Ave." Although Wrather-Alvarez has proposed a "grandiose" schedule of local live programming concentrating on local interests, KIVA said that it conducted an investigation and failed to turn up "even one person" in Yuma with whom anyone from Wrather-Alvarez has discussed programming.

FCC Deletes Three Uhfs

CONSTRUCTION PERMITS for three uhf stations were cancelled by the FCC last week because the stations failed to prosecute their applications. Only one of the trio, ch. 48 WKAB-TV Mobile, Ala., ever got on the air, although it later suspended operation. The other stations being cancelled, ch. 32 WPGT (TV) Clearwater, Fla., and ch. 61 WCBC-TV Anderson, Ind., received their grants on Dec. 2, 1954, and Feb. 2, 1955, respectively.

WKAB-TV commenced operation in late 1952, but suspended in the summer of 1954. At one time, George A. Mayoral reported he was considering purchasing WKAB-TV for use as a satellite of his ch. 20 WJMR-TV New Orleans.

Lee Vote Switch Challenged

PROPRIETY of FCC Comr. Robert E. Lee switching his vote in the Fresno, Calif., ch. 12 grant to KFRE that city was questioned by ch. 47 KJEO (TV) Fresno in U. S. Court of Appeals in Washington Thursday. The uhf station asked the court panel for a stay order pending outcome of its appeal against the ch. 12 grant. Two weeks ago, a request for stay by KARM Fresno, the unsuccessful applicant, was denied by the same court [B•T, Feb. 27]. The KJEO argument was heard by Circuit Judges Henry W. Edgerton, George Thomas Washington and Charles Fahy. FCC Assistant General Counsel Richard A. Solomon argued against the stay, as did KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

TRADE ASSNS.

TELEPROMPTER SERVICES DISCUSSED AT SEMINAR

N. Y. Radio & Television Executives Society's weekly session addressed by TelePrompTer executives who outline three services being offered.

THREE-POINT program of the TelePrompTer Corp., designed to speed up communications between various elements within the television field and simultaneously improve efficiency and reduce costs, was described last week by company executives at a meeting in New York of the Radio & Television Executives Society's timebuying and selling seminar.

Demonstration of equipment and services that TelePrompTer is offering or will offer to clients was held during the meeting. Irving B. Kahn, TelePrompTer president, touched briefly upon the three general facilities that the company is extending to the industry: the TelePrompTer cueing and prompting service, the proposed TelePrompTer program communications network and the national spot package TelePrompTer service. Mr. Kahn said that about 100 tv stations, covering more than 80% of U. S. television homes, now have TelePrompTer cueing and prompting equipment, and about a dozen stations use the spot package service. He said the program communications network service has not been made available to the industry up to now. Mr. Kahn explained that the program communications network, using leased wires, would interconnect tv stations, networks, program sources, station representatives and agencies. He said the system will be demonstrated at the NARTB convention this year.

The FCC told TelePrompTer Corp. late last year that this proposed network would constitute a communications common carrier operation. Though no mention was made at the seminar, B•T learned that TelePrompTer has made certain revisions in the system and hopes to put it into operation sometime this year.

Hubert J. Schlafly, TelePrompTer vice president in charge of engineering, explained that the proposed program communications network would have switching centers in New York, Chicago, Atlanta, Los Angeles and Dallas. He stressed one particular feature envisioned in the system, namely an attachment to a typewriter that produces a punch-tape that will be relayed via teletype from sender to a receiver. He said a punch-tape provides message security, economy in labor as one typing chore is required and storage of information for re-transmission.

The mechanics of the National Spot Package TelePrompTer service were described by Bill Treynor, manager of station sales, and Herbert Hobler, vice president in charge of sales. Under this service, stations which subscribe to the cueing and prompting service, are sent commercial information to be read by local personalities. Messrs. Hobler and Treynor said the service would enable national spot advertisers to use more local-level live commercials, with the assurance the copy will be followed at their direction. This service, they said, is designed to permit the advertiser to maintain control over the copy.

NARTB Code Review Board Courts Tv Film Producers

FILM producers and distributors have been invited by the NARTB Television Code Review Board to comment on a proposal to give them an affiliate-type membership in the code. The affiliate membership idea was approved by the

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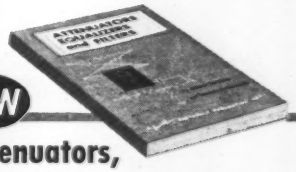

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NARTB Tv Board at its February meeting.

In a letter to 500 firms, Edward H. Bronson, NARTB Tv Code director, said such an affiliation "could provide opportunity for distributors and producers to consult directly with the NARTB Tv Code Board regarding problems of adapting film product to conform with the code." He said complaints and comments about films could be submitted directly to the individual producers and distributors.

The NARTB code group meets March 21-22 in New York and will study replies of film groups. It will report to the Tv Board in June.

NARTB Reappoints Shafto

G. RICHARD SHAFTO, WIS-TV Columbia, S. C., has been reappointed chairman of the NARTB Tv Code Review Board by President Harold E. Fellows and William B. Quarton, WMT-TV Cedar Rapids, Idaho, has been reappointed vice chairman. Their terms are for a two-year period. Each has served in the top posts for a year. Other code board members are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

CBS' Racies Heads News Group

LARRY RACIES, CBS Newsfilm, has been elected president of Radio-Newsreel-Television Working Press Assn. in New York, succeeding Roy Edwards, Universal Newsreel. Lou Hutt of Paramount News was elected chairman of the board of governors, which includes ABC's Julian Anthony, NBC's George Jordan, Telenews' Nick Archer, Warner Pathe's Bob Donahue, Movietone News' Burt Reinhardt and Mr. Edwards.

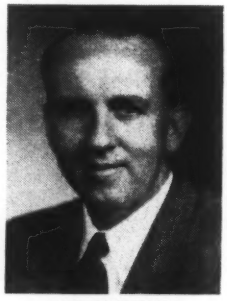
Other new officers elected: NBC News' David Klein and Santino Sozio; CBS News' Ruth Kopf, Warner Pathe's Arnold Lerner, Telenews' Richard Milbauer and Charles Campbell, freelance cameraman.

Chicago Agenda Correction

NAMES of speakers who will read two papers at the NARTB Engineering Conference in Chicago April 15-19 were misplaced through a typographical error in B•T, Feb. 27. The agenda opens with a paper on network color studio design, construction and operation, to be read by Chester A. Rackey and Donald Castle of NBC. Edward Tong of WDSU-TV New Orleans will follow with a paper on color lighting systems.

Fletcher Elected Chairman Of D. C. Area Radio Pioneers

A WASHINGTON, D. C., chapter of Radio Pioneers was formed a fornight ago, with Frank U. Fletcher, member of the law firm of Spearman & Roberson, elected as chairman. The chapter is composed of members living in the District of Columbia, Maryland and Virginia.



MR. FLETCHER

Alvin Q. Ehrlich, of Kal, Ehrlich and Merrick, Washington advertising agency, was named senior vice chairman. Other vice chairmen include John Elmer, WCBM Baltimore; C. T. Lucy, WRVA-AM-TV Richmond; Joseph E. Baudino, Westinghouse Broadcasting Co., and Andrew D. Ring, consulting engineer of Washington. Stanley Bell, of WRC-AM-FM-TV Washington, was elected treasurer.

Radio Pioneers is composed of persons who have been associated with the industry for 20 years or more.

Radio's Role in Media Team Stressed by CBS' Nesbitt

RADIO'S "new ability to offer good opportunities for all types and sizes of business" was stressed by Frank W. Nesbitt, director of network sales development for CBS Radio, in a speech delivered before the Advertising Club of Columbus, Ohio, last Friday.

This he said, "is the biggest, and I think best, news about our medium."

Mr. Nesbitt said he had found "for most products the best medium is a combination of media carefully blended in the correct proportion," and "within this framework, radio is extremely important."

"In 1956," he continued, "radio will be relied upon far more by the exceedingly wealthy big advertiser. And radio will play a far larger role in the plans of the advertiser with a smaller budget. Actually, as we get a better perspective on 1956, I wouldn't be surprised if we found that for the big advertiser, network radio had become the major extension of network television; and for the smaller advertiser, network had become the basic national medium. We already have come a long way in getting the proper media perspective to make this possible."

Mr. Nesbitt traced the changes in network radio sales formats as well as programming, cited radio's continuing growth, and noted that "advertisers and agencies are discovering that at a cost of $10,000 a week they can be on the air five times a week and can reach over nine million different listeners in a week." As proof of renewed interest in network radio, he pointed to 13 new advertisers whom he said CBS Radio has signed this year, aside from additional purchases by existing sponsors.

Mr. Nesbitt said there is a growing recognition that radio and tv are not "enemies." Rising costs of television, he asserted, have forced many tv sponsors to reduce their frequency drastically—but, he noted, in radio they still can get the frequency they need, at prices they can afford.

NARTB to Cut Radio Board To 21 Directors Next Year

EFFECTIVE next year the NARTB Radio Board will be reduced from 29 to 21 directors, assuming all four radio networks are members, under a by-laws change voted last week by the membership. Under the revision, the eight directors-at-large (two each for large, medium, small and fm stations) are eliminated.

A membership vote on the change was directed by NARTB's joint board at the February meeting. Contrary to precedent, NARTB did not announce the vote on the by-laws change and turned down a request made by B•T for the figures. Considerable opposition to the revision had been voiced around the country.

Revercomb Back at NARTB

EVERETT E. REVERCOMB, who takes over the NARTB secretary-treasurer's office April as successor to retiring C. E. Arney Jr., joined the association Thursday as understudy to Mr. Arney, who leaves July 1. Mr. Arney has been with NARTB 16 years. Mr. Revercomb was named NARTB auditor in 1935, holding the post to 1943 when he entered naval service. On his return in 1946 he was named assistant treasurer, leaving in 1950. Recently he has been comptroller and assistant treasurer of National Assn. of Home Builders.

Sportscasters Elect Dillon

LEN DILLON, sports director, WFAS White Plains, N. Y., last week was elected president of the Sportscasters Assn. of New York, succeeding boxing announcer Don Dunphy. Other officers elected were Mel Allen, New York Yankees broadcaster, first vice president; Chris Schenkel, football and boxing sportscaster, second vice president, and Guy LeBow, free-lance sports announcer, treasurer. Frank Litsky, UP radio sports writer, was re-elected secretary.

Morris Heads Okla. Assn.

LEO R. MORRIS, KSWO Lawton, has been elected president of Oklahoma Broadcasters Assn., succeeding Frank Lane, KRMG Tulsa. Other officers are Gene Dodson, WKY Oklahoma City, vice president, and Bill Brubaker, KRHD Duncan, secretary-treasurer. Directors are Mr. Lane; Pat Murphy, KCRC Enid; T. M. Raburn Jr., KGYN Guymon; Mr. Dodson; Gus Brandborg, KVOO Tulsa; Mr. Brubaker; Winston Ward, KBEL Idabel; Mr. Morris, and Edward A. Ryan, KSIW Woodward.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Philco Markets New Low-Power Tv Package

NEW low-power tv broadcasting "packages"—designed to meet the needs of an estimated 800 small communities where television has been unavailable because of the high cost of conventional equipment—were announced last week by Philco Corp.'s Government & Industrial Div.

A Philco low-power "package" includes a transmitter, monitoring equipment, high-gain antenna and transmission line, and local program originating facilities for transmission of slides, films and local live shows. Even the studio building and tower can be included in the "package," according to James D. McLean, vice president of the Philco division.

The final power amplifier, Mr. McLean said, provides 150 w peak visual power and 75 w aural power output to the transmission line.

"Because most low-power television stations will want to pick up network programs from large, nearby cities, we also are offering high-quality microwave relay equipment with the 'package'," he added.

A definite price on the new Philco equipment has not yet been set, but the company said that it will be "approximately one-fourth the cost of the conventional type television setup."

EXAMINING Philco's low-power tv broadcasting equipment are S. C. Spielman (l), director of electronic engineering, and James D. McLean, vice president of the company's Government & Industrial Div.

Minnesota Mining Tape Sales Show Increase for Year 1955

MAGNETIC recording tape sales of Minnesota Mining & Mfg. Co., St. Paul, for 1955 exceeded those for the previous year despite "increasing" industry competition, the company reported in its annual financial statement released Wednesday.

Reported were consolidated sales of $281,860,717 last year compared with $230,890,482 in 1954—an increase of $50,970,235 or 22%. Net income was placed (after taxes and dividends) at $34,323,370 as against $24,241,885 the previous year for a 41% boost. Before taxes net income was $69,899,370.

Actual tape sales to radio-tv stations, recording and film companies and schools and churches were not revealed but were believed to be in excess of $4 million. Conservative estimates place the overall industry tape sales figure at approximately $8.1 million for 1955 against $7.2 million for 1954. Minnesota Mining accounts for over 50% of the industry total, according to best estimates.

"But, papa—KRIZ Phoenix say no smoke-um pipe—smoke-um R. G. Dun cigars!"

Hallicrafters Stockholders Approve Sale To Penn-Texas

WILLIAM J. HALLIGAN, president and board chairman, and other officers of Hallicrafters Co. will continue in office, it was reported last week as stockholders approved the sale of the electronic firm's assets to Penn-Texas Corp.

Under terms of the $6.3 million purchase, Hallicrafters will become a subsidiary of Penn-Texas and operate as a separate entity, broadening Penn-Texas Corp.'s electronic activities [B•T, Dec. 19, Nov. 28, 1955]. Hallicrafters makes electronic military equipment, shortwave receivers and tv-radio sets.

Among Hallicrafters' stockholders, 81.7% owning 825,000 outstanding shares voted for the proposed sale, and 0.7% (with 5,925 shares) voted against it. Its stockholders will receive one share of common stock in Penn-Texas for each two and a half of their present stock. Penn-Texas stockholders will vote on the acquisition March 12.

Color Features Boston Show

COLOR TV is scheduled as the star of an electrical appliance show, "Magic Living," being sponsored by *The Boston Post* and taking place March 8-11 at the First Corps Cadet Armory in that city.

Manufacturers of color television sets have been invited to display their products, according to Mark Finley, the *Post's* promotion manager, and a special cable has been placed from WBZ-TV Boston's transmitter to the armory so that the station can telecast color films of from 15 to 30 minutes in length every hour, from 1 p.m. to 10 p.m., throughout the show. In addition, network color programs such as *Howdy Doody, Matinee Theatre,* and NBC's showing of the "Richard III" movie will be seen.

JOIN
the smart music stations—
USE
STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes—each averaging only... 1¼ Minutes

This service pays its way every day in better programming, more spots without doubling—The best of current and standard hit tunes are recorded new each month by outstanding talent on pure vinylite 12" 33⅓ RPM discs.

OUTRIGHT BUY—NO CONTRACT
Send for One Month Trial
20 TUNES for ONLY $8.50

STANDARD
RADIO TRANSCRIPTION SERVICES, INC
360 N. Michigan Ave., Chicago 1, Ill.

one will get you three

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS

Standard Rate & Data Service, Inc.

Over Seven Million Radios Shipped to Dealers in 1955

SHIPMENTS of radios from factories to dealers totaled 7,076,722 units in 1955 compared to 6,187,503 in 1954, according to Radio-Electronics-Tv Mfrs. Assn. The figures do not include auto radios, which are seldom sold through retail channels (7,229,594 auto radios were manufactured in 1955).

Radio set shipments (minus auto sets) to dealers by states during 1955:

State	Total	State	Total
Alabama	89,180	Nebraska	50,527
Arizona	35,180	Nevada	9,015
Arkansas	38,040	New Hampshire	25,444
California	613,903	New Jersey	379,426
Colorado	47,354	New Mexico	23,935
Connecticut	130,560	New York	1,034,577
Delaware	18,839	North Carolina	115,366
Dist. of Columbia	80,958	North Dakota	19,497
Florida	141,000	Ohio	442,241
Georgia	124,364	Oklahoma	55,359
Idaho	11,049	Oregon	49,184
Illinois	505,752	Pennsylvania	532,461
Indiana	142,279	Rhode Island	43,751
Iowa	74,810	South Carolina	58,974
Kansas	65,078	South Dakota	20,926
Kentucky	103,857	Tennessee	91,073
Louisiana	85,409	Texas	288,830
Maine	33,845	Utah	25,593
Maryland	129,300	Vermont	21,715
Massachusetts	285,495	Virginia	116,034
Michigan	339,666	Washington	86,125
Minnesota	92,239	West Virginia	41,376
Mississippi	54,085	Wisconsin	125,892
Missouri	148,079	Wyoming	9,715
Montana	19,365	GRAND TOTAL	7,076,722

Visiting Engineers to See Color Tv Demonstrations

VISITING engineers from abroad will see a program of color television demonstrations beginning today in New York. The engineers represent countries holding membership in the television study group of the International Radio Consultative Committee (CCIR) of the International Telecommunication Union. There will be about 90 electronic experts from 20 countries in the party.

The group will hold its first session in the UN in New York, where they will be addressed by FCC Chairman George C. McConnaughey, Dr. W. R. G. Baker, General Electric, and Arthur V. Loughran, Hazeltine, among others.

Details of U. S. color tv standards will be expounded by various panel chairmen of the National Television System Committee, after which the group will spend the remainder of its two week U. S. stay visiting American manufacturers and networks. Among these will be CBS, NBC, Hazeltine, RCA, Philco, Bell Labs and DuMont.

The group will see demonstrations of other color systems in Paris, London and The Hague immediately following the U. S. demonstrations.

The color tv demonstrations are under the aegis of the U. S. State Dept., Radio-Electronics-Tv Manufacturers Assn. and the Institute of Radio Engineers. Francis Colt DeWolfe, State Dept. telecommunications chief, is chairman of the U. S. delegation.

Sale of Sentinel Radio Corp. To Magnavox Co. Announced

ALL assets, properties and goodwill of Sentinel Radio Corp. (radio-tv-phonograph sets), Evanston, Ill., have been bought by the Magnavox Co., Ft. Wayne, Ind., it was announced jointly last week by Frank M. Freimann, Magnavox president, and Milton D. Block, vice president, and Richard S. Lawton, secretary, both of Sentinel.

Approval of the purchase will be acted upon March 26 by Sentinel shareholders. At that time, exact purchase price is estimated to result in a distribution to Sentinel shareholders of about $8.63 per share and an initial cash payment of $8 per share to be offered to Sentinel shareholders within 90 days after approval. Magnavox said it is not assuming the bulk of Sentinel's liabilities.

Magnavox plans for continuation of Sentinel activities at the Evanston plant.

'Special Charges' Reduce Admiral's Income in '55

WITH "price redetermination" of government contracts and additional taxes, the reorganization of its radio-tv production facilities and expansion of its automation and printed circuit departments proved "costly" to Admiral Corp. in terms of net income during 1955.

In its annual report released Feb. 24, Admiral listed last year's net income as $4,076,867 before and $2,426,866 after "special charges," compared with $6,547,974 in 1954. Sales hit $202,361,797 as against $219,565,089 the previous year. A total of $1.65 million was set aside for price redeterminations and taxes covering 1951-54.

Ross D. Siragusa, Admiral president, said expansion of automation and printed circuit facilities was "costly and the full benefits of our further use of automatic assembly systems will be derived in 1956.'

RCA Previews Portable Tv

RCA VICTOR Tv Div., New York, last Tuesday previewed its first portable tv receiver called "The Personal."

Weighing less than 25 lbs., the 8½-inch screen set measures 10¼ x 9¼ x 12⅞ inches, has a v-type disappearing adjustable rod antenna, outdoor antenna connection, matching removable tilting stand and hidden tuning control panel.

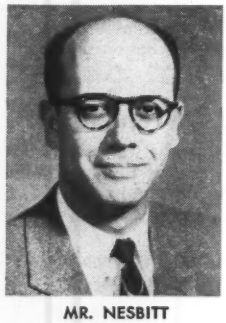
Designed especially for "executive desk-top viewing," the new model will retail at a suggested $125 plus optional service contract charges of $14.95 a year.

Two Shipped GE Equipment

GENERAL ELECTRIC Co. reported last week it had shipped a 10-kw transmitter to KFRE-TV Fresno, Calif., and a five-bay helical antenna to WINT-TV Waterloo (Fort Wayne), Ind. (ch. 15).

MANUFACTURING PEOPLE

Phil Nesbitt appointed sales engineer in Washington, D. C., office of Gates Radio Co., Quincy, Ill. He covers Delaware, Maryland and eastern Pennsylvania.



MR. NESBITT

Herbert L. Reichert, central district manager, CBS-Hytron Div. of CBS Inc., Danvers, Mass., named Midwest regional manager, to headquarter in Chicago and supervise sales in 22 states.

Melvin C. Sprinkle, Washington, D. C., district manager, audio division, Ampex Corp. (tape recorders, audio equipment), Redwood City, Calif., promoted to division manager of government sales. **Charles L. Range,** sales representative, replaces Mr. Sprinkle as district manager.

Charles H. Coombe, vice president and general manager of DuMont Florida Inc., Allen B. DuMont Labs. subsidiary for radio-tv-phonograph set distribution, named president of firm. Before joining DuMont in 1954, Mr. Coombe was with RCA and Motorola.

James Segre, business consultant in Milan, Italy, appointed European representative of Allen B. DuMont Labs, newly created post.

Robert L. Ashley, Radio Receptor Co., Brooklyn, N. Y., appointed sales manager for company's germanium and silicon products.

Jack C. Gardner, president, Gardner Distributing Corp., Baltimore, to Zenith Radio Corp., Chicago, as district sales representative for territory including Baltimore, Washington, Phila. and Harrisburg, Pa.

Herbert J. Zeller Jr., with Motorola Inc., Chicago since 1949, appointed director of styling for radio-tv products.

Gene Reich, Harvey's Radio, N. Y., to Jerrold-N. Y. Inc., subsidiary of Jerrold Electronics Corp., Phila., as products line sales engineer.

John B. Fares, manager of manufacturing, RCA Tube Div., Harrison, N. J., named personnel manager.

MANUFACTURING SHORTS

Custom Electronics Corp., Morris Plains, N. J., is marketing model 3A video modulator which converts any tv receiver into studio line monitor. Several balanced input receivers may be fed from video modulator.

CBS-Columbia of Southern California, L. A., has been formed by sales department of CBS-Columbia, L. I., N. Y., for distribution of CBS tv and radio receivers. New branch at 2545 S. Yates Ave. includes more than 17,000 square feet of showroom, office, service, warehouse and training space.

Amplifier Corp. of America, N. Y., has published illustrated folder describing VU Magnemite series of portable, battery-operated tape recorders. Fourteen spring-motor magnetic recorders with built-in VU meter, all designed for field application, are shown. Models range from one to four speeds. Free brochure is available from company at 398 Broadway, New York 13, N. Y.

Niblack Thorne Co., Scottsdale, Ariz., has developed Magi-Clip, non-magnetic brass clip for attachment to magnetic tape reel to keep tape from unreeling. Clip fits any size reel and is available at 4 for $1, 10 for $2, 30 for $5, from firm, Dept. P-9, Box 86, Scottsdale, Ariz.

General Precision Laboratory Inc., Pleasantville, N. Y., announces new remote control of GPL closed-circuit II-TV (industrial-institutional) equipment. System covers camera, lens iris and focus, indoor and outdoor pan and tilt, and weatherproof housing. Compactly designed equipment is suitable for surveillance work and remote monitoring of operations, with indoor and outdoor camera mountings.

Jerrold Electronics Corp., Philadelphia, has dedicated new research laboratory in Huntingdon Valley, Pa. Building, 10,000 feet square, houses research facilities, machine shop, plastic molding shop and two model shops for prototype assembly.

RCA has shipped VHF transmitter to WLOS-TV Asheville, N. C., three-vidicon film camera to WTVJ (TV) Miami, and color studio camera to WJBK-TV Detroit.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

MARCH 1956

Total U. S. Stations on Air: 465
(Commerical: 446; Educational: 19)
Total Cities With Tv Stations: 297
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
►WMSL-TV (23) CBS, NBC; McGillvra; 31,200; $150
DOTHAN—
►WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
►WSFA-TV (12) NBC; Katz; 116,500; N; $350
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 141,480; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 141,480; N; $450
►KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
►KOPO-TV (13) CBS; Hollingbery; 53,200; $300
►KVOA-TV (4) ABC, NBC, Branham; 52,500; $300
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
►KIVA (11) CBS, NBC; Raymer; 27,103; $200
Wrather-Alvarez Bcstg. Inc. (13) 1/25/56-Unknown

ARKANSAS

EL DORADO†—
►KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
Video Independent Theatres (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 136,083; N; $400
►KATV (7) (See Pine Bluff)
►KTHV (11) CBS, ABC; Branham; 136,083; N; $400
PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 118,894; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 97,000; $275
►KERO-TV (10) NBC, CBS, Hollingbery; 200,000; N; $500
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 65,255; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
►KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
►KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $500
KFRE-TV (12) CBS; Blair; 1/12/56-June
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,345,052; $1,750
►KCOP (13) Weed; 2,345,052; $1,250
►KHJ-TV (9) H-R; 2,345,052; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,345,052; N, LS, LF, LL; $2,700
►KRCA (4) NBC, NBC Spot Sls.; 2,345,052; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,345,052; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,345,052; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 397,600; N, LF, LS; $600
►KCCC-TV (40) ABC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
►KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,179,400; $1,350
►KPIX-TV (5) CBS; Katz; 1,179,400; N, LS; $1,500
►KRON-TV (4) NBC; Free & Peters; 1,179,400; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; Grant; 100,418; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
►KOVR (13) Blair; 1,165,825; $700
►KTVU (36)
TULARE (FRESNO)—
►KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 61,701; $200
►KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
►KBTV (9) ABC; Free & Peters; 356,380; $600
►KLZ-TV (7) CBS; Katz; 356,380; N; $650
►KOA-TV (4) NBC; NBC Spot Sls.; 356,380; N; $650
►KTVR (2) Hoag-Blair; 356,380; N; $350
►KRMA-TV (*6)

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,873; $120
MONTROSE—
Western Slope Broadcasting Co. (10) 2/23/56-Unknown
PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 704,500; N, LS; $1,500
►WTTG (5) Raymer; 700,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-4/1/56
FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 273,200; (also Miami); $400
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 17,110; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 343,428; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; 302,000; N; $500
►WTHS-TV (*2) 290,000;
►WTVJ (4) CBS, ABC; Free & Peters; 353,250; N, LL, LF, LS; $1,000
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WCKT (7) 1/19/56-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WORZ Inc. (9) Initial Decision 8/10/55
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
►WSUN-TV (38) ABC; Venard; 207,575; $400
TAMPA—
►WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $500
►WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $500
WEST PALM BEACH—
►WEAT-TV (12) ABC; H-R; 301,875; $200
►WIRK-TV (21) Cooke; 48,000; $150
►WJNO-TV (5) NBC, CBS; Venard; 301,875; $250

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 568,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,542; N; $300
► WRDW-TV (12) CBS; Branham; 169,000; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 112,089; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC; Hoag-Blair; 150,000; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,524; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 75,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 60,975; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 50,362; $175

LEWISTON†—
► KLEW-TV (3) Weed; (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,235; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,093,523; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (12) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 175,000; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 324,750; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 318,743; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 284,500; N, LL, LS; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 173,336; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $125

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 233,660; N; $500
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 499,260; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 97,748; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250

New Tv Stations

THE following tv stations started regular programming within the past month:

KPIC Roseburg, Ore. (ch. 4); WOSU-TV Columbus, Ohio (ch. *34); KLEW-TV Lewiston, Idaho (ch. 3); KHOL-TV Hayes Center, Neb. (ch. 4), and KRMA-TV Denver (ch. *6).

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,890; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 273,000; N; $300
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 381,713; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
Greater New Orleans Educational Tv Inc. (*8) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 199,710

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 188,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 664,388; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC; H-R; 1,392,021; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) ABC; Walker; 175,886; $250

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 200,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 200,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100
(See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
►WKAR-TV (*60) 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,050
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,060; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 53,426; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $300

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-6/1/56

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Katz; 145,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Early '56

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 91,858; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 131,238; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 556,600; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 556,600; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 556,600; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 153,007; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 887,274; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 414,464; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 103,040; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 25,700; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,200; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $80

HAYES CENTER†—
► KHPL-TV (2) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 147,182; $400
► KUON-TV (*12) 89,163

OMAHA—
► KMTV (3) NBC, ABC; Petry; 349,800; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,750; $300
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Weed; 1,089,971; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 70,732; $300
► KOAT-TV (7) ABC; Hollingbery; 66,620; $200
► KOB-TV (4) NBC; Branham; 70,732; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

CLOVIS—
KICA (12) 2/23/56-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,030,380 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
WNYT-TV (59) 11/23/55-Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 77,150 (plus 55,100 Canadian coverage); $200

ELMIRA—
WTVE (24) See footnote

HAGAMAN—
WAST (29) 2/9/56-Unknown

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 477,000; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 204,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 527,680; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,540; N; $550

FAYETTEVILLE†—
► WFLB-TV (16) CBS, NBC; Young; 39,340; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 401,540; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 145,000; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 143,720; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 118,724; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) CBS; Weed; 24,000; N; $150

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 32,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► KYW-TV (3) NBC; Free & Peters; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 482,203; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			American Forum L
1:15			
1:30			*Frontiers of Faith L*
1:45			
2:00			No Net Service
2:15			
2:30		*Adventure*	*Youth Wants To Know* L
2:45			
3:00		*Face the Nation*	*Dr. Spock L*
3:15			
3:30		The CBS Sunday News	*Zoo Parade L*
3:45			
4:00	*Dean Pike L*	Front Row Center	(3/18) Hallmark Hall of Fame (3/4, 3/11, 3/25) Wide, Wide World
4:15			
4:30	*College Press Conference L*		
4:45			
5:00	Hartz Mountain Products Chunky Choclate Super Circus L		
5:15			
5:30		Aluminium Ltd. Scott Paper J. P. Stevens Omnibus	Heinz Capt. Gallant F
5:45			
EVENING			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30	Dow Chemical Evinrude Motors Glamorene P&G Colgate Famous Film Festival (Partici-pating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceu-ticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00		P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Scott Paper Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guid-ing Light L	*Tennessee Ernie Ford L* Colgate-Palmolive Feather Your Nest L
12:15			
12:30			
12:45			
1:00		*Jack Paar Show F*	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances L*
4:15			
4:30		P&G On Your Account	*Queen For A Day L*
4:45			
5:00			*Pinky Lee Show L*
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00	Co-op Kukla, Fran&Ollie L		
7:15	Daly-News	Whitehall News L	
7:30	Standard Brands (Alt. wks.) Topper F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Asso. Prods. Webcor Tony Martin Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00	*Dotty Mack Show L*	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F
9:15			
9:30	CIBA Medical Horizons L	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*Outside U.S.A.* L	Westing-house Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guid-ing Light L	*Tennessee Ernie Ford L* Colgate-Palmolive Feather Your Nest L
12:15			
12:30			
12:45			
1:00		*Jack Paar Show F*	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances L*
4:15			
4:30		P&G On Your Account	*Queen For A Day L*
4:45			
5:00			*Pinky Lee Show L*
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30			
6:45		Pall Mall News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Pall Mall News L	
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall Name That Tune	Chevrolet Dinah Shore Show L Camel News Caravan L
7:45			
8:00	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15			
8:30	American Tobacco alt. Dodge Danny Thomas F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show Chevrolet Chevy Show L
8:45			
9:00	duPont Cavalcade Theatre F	Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	*Tomorrow's Careers* L	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L
9:45			
10:00		Revlon The $64,000 Question L	
10:15			
10:30		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guid-ing Light L	*Tennessee Ernie Ford L* Colgate-Palmolive Feather Your Nest L
12:15			
12:30			
12:45			
1:00		*Jack Paar Show F*	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances L*
4:15			
4:30		P&G On Your Account	*Queen For A Day L*
4:45			
5:00			*Pinky Lee Show L*
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Whitehall News L	
7:30	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-Cola Eddie Fisher Show L
7:45			Plymouth News Caravan L
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15			
8:30	Gen. Foods Amer. Tob. M-G-M Parade F		Scott Father Knows Best F
8:45			
9:00	Pharmaceu-ticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	
9:15			Kraft Foods Television Theatre L
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. (Alt. wks.) Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Hazel Bishop (alt. wk.) P&G This Is Your Life L
10:15			
10:30			Whitehall Pharmacal Midwestern Hayride L
10:45			

	THURSDAY				FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
Noon		Toni Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L		Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L		National Dairy The Big Top L	*Paul Winchell J. Mahoney* L *Choose Up Sides* L	12:15
12:30		*Jack Paar Show* F			*Jack Paar Show* F			Gen. Mills The Lone Ranger F		12:30
12:45		P&G Love Story			P&G Love Story			Wander Co. Captain Midnight		12:45
1:00		Robert Q. Lewis (See Footnote)			Robert Q Lewis (See Footnote)					1:00
1:15		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)					1:15
1:30		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L				1:30
1:45	Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)		Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)			*Big Ten Basketball Games* (Special Game 3/10 Harlem Globetrotters Boston Whirlwinds)	NBA Pro Basketball Games L	1:45
2:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances* L		P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances* L				2:00
2:15		P&G On Your Account	*Queen For A Day* L		P&G On Your Account	*Queen For A Day* L				2:15
2:30			*Pinky Lee Show* L			*Pinky Lee Show* L				2:30
2:45	Mickey Mouse Club (see footnote) F		Howdy Doody (See Footnote)	Mickey Mouse Club (see footnote) F		Howdy Doody (See Footnote)		Amana Pacific Coast Basketball		2:45
3:00										3:00
3:15		Pall Mall News L			Whitehall News L			Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L	3:15
3:30	*Kukla, Fran & Ollie*			*Kukla, Fran & Ollie*						3:30
3:45	Time Inc. Daly-News	Pall Mall News L		Miles Labs Daly-News	Whitehall News L			Wrigley Gene Autry Show F		3:45
4:00	General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Eddie Fisher Show L		Sylvania Beat the Clock L	Speidel Purex The Big Surprise L	4:00
4:15	Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	Camel News Caravan L	Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	Plymouth News Caravan L		Buick Jackie Gleason Show		4:15
4:30	Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	DeSoto-Plymouth You Bet Your Life F	Chevrolet Crossroads F	General Foods Our Miss Brooks	P. Lorillard Truth or Consqnces. F		Nestle Stage Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L	4:30
4:45	Brillo Star Tonight L		Chesterfield Dragnet F	Helene Curtis Wine Corp. Dollar A Second L	R. J. Reynolds The Crusader F	Gulf Life of Riley F	Am. Home Products & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F	4:45
5:00	Western U. Down You Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Borden Co. The People's Choice F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Simoniz & Amer. C&C Big Story F		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F	5:00
5:15	*Music from the Meadowbrook* L	General Foods Johnny Carson L	Ford Theatre F	Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Ponds Campbell Soup Star Stage F	Dodge Div. The Lawrence Welk Show L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L	5:15
5:30		American Home Prod. Quiz Kids L	Lever Bros. Lux Video Theatre L		Amer. Oil Hamm Elgin Person to Person L	Gillette Cavalcade of Sports L	Emerson Drg. Mathiesson Chance of a Lifetime L	Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade	5:30
5:45						State Farm Red Barber's Corner L				5:45
EVENING										
6:00										6:00
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MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; Winky Dink and You, 10:30-11 a.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, Glamorene, Union Underwear, Kendall Co., Coates & Clark, Sterling Drugs. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Prudential. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. Masland alt. wks. Converted Rice.

Arthur Godfrey 10:30-10:45 a.m. Tue., Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers. 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks. Prudential. 11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 Mon. thru Thurs. Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin Plus.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. 3:45-4 p.m., Fri. S.O.S. alt. wks. Hazel Bishop 3:30-45 Mon. Procter & Gamble 3:45-4 p.m. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Baking, International Shoe, Kellogg, Luden's, Standard Brands, Welch Grape Juice. Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

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B·T TELESTATUS

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 311,112; N; $750
► KVOO-TV (2) NBC; Blair; 313,712; N; $700
► KTVX (8) (See Muskogee)
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 34,100; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 947,890; N, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; H-R; 266,000; N; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 106,000; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 226,931; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Free & Peters; 194,778; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,110; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 15,000; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 171,366; N; $400
WRGP-TV (3) NBC; H-R; 2/9/56-April '56

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 401,127; $700
► WMCT (5) NBC; Branham; 407,827; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 455,753; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 277,030; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 83,036; $300
► KGNC-TV (4) NBC; Katz; 83,036; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 150,748; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 109,000; N; $350

BIG SPRING†—
► KBST-TV (4) CBS; Pearson; 48,453; $150

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young, 52,850; $200
KRIS-TV (6) Free & Peters; 12/9/55-Spring '56
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 82,144; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 560,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 560,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
►KGBT-TV (4) CBS, ABC; H-R; 83,869 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 470,000; N; $900 (film)
► KTRK (13) ABC; Blair; 459,250; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
► KHAD-TV (8) CBS, NBC; Pearson; 8,000; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 117,782; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS; Venard, Brown; 51,720; $200

ODESSA†—
► KOSA-TV (2) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,820; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Free & Peters; 297,613; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 296,446; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 59,700; (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 141,096; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,840; N; $260

TYLER—
►KLTV (7) NBC, ABC, CBS; Pearson; 102,957; $250

WACO (TEMPLE)—
►KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
►KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
►KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
►KSL-TV (5) CBS; CBS Spot Sls.; 198,000; N; $575
►KTVT (4) NBC; Katz; 198,000; N; $600
►KUTV (2) ABC; Hollingbery; 198,000; N; $450

VERMONT

BURLINGTON—
►WCAX-TV (3) CBS; Weed; 143,130; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
►WVEC-TV (15) NBC; Avery-Knodel; 170,000; N; $350

HARRISONBURG—
►WSVA-TV (3) ABC, CBS, NBC; Pearson; 128,187; $200

LYNCHBURG—
►WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
►WTAR-TV (3) CBS, ABC; Petry; 389,891; N, LF, LS; $875
►**WTOV-TV (27) 210,000; McGillvra; $180**
►**WVEC-TV (15) See Hampton**
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
►WXEX-TV (8) See Richmond

RICHMOND—
►WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
►WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WRVA-TV (12) Harrington, Righter & Parsons; 12/2/55-4/1/56
WOTV (29) 12/2/53-Unknown

ROANOKE—
►WDBJ-TV (7) CBS; Free & Peters
►**WSLS-TV (10) ABC, NBC; Avery-Knodel;** 413,205; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
►KVOS-TV (12) CBS; Forjoe; 222,036; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
►**KEPR-TV** (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
►**KCTS (•9)**
►KING-TV (5) ABC; Blair; 488,500; N, LF, LS; $900
►KOMO-TV (4) NBC; NBC Spot Sls.; 494,300; N, LL, LF, LS; $950
►KTNT-TV (11) CBS; Weed; 494,300; N; $900
►KTVW (13) Hollingbery; 500,000; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
►KHQ-TV (6) NBC; Katz; 161,679; N, LF, LS; $550
►KREM-TV (2) ABC; Petry; 161,679; N, LF, LS; $350
►KXLY-TV (4) CBS; Avery-Knodel; 172,776; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
►KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
►WHIS-TV (6) NBC; Katz; 198,482; N; $250

CHARLESTON—
►WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
►WHTN-TV (13) ABC; Petry; 203,000; N; $450
►WSAZ-TV (3) NBC; Katz; 642,148; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
►WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
►WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
►WTRF-TV (7) NBC, ABC; Hollingbery; 312,850; N; $500
►**WSTV-TV (9) See Steubenville, Ohio**
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
►WEAU-TV (13) NBC, ABC; Hollingbery; 85,500; $200

GREEN BAY—
►WBAY-TV (2) CBS; Weed; 235,000; $400
►WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
►**WMBV-TV (11) See Marinette**

LA CROSSE—
►WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
►WHA-TV (•21)
►WKOW-TV (27) CBS; Headley-Reed; 126,900; N; $250
►WMTV (33) ABC, NBC; Bolling; 129,000; $280
WISC-TV (3) 12/7/55-June '56

MARINETTE (GREEN BAY)—
►WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
►WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
►WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
►WDSM-TV (6) NBC; Free & Peters; 123,000; $325
►KDAL-TV (3) See Duluth, Minn.

WAUSAU—
►WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 86,800; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-May '56; Branham; $600

WYOMING

CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher, Day; 21,800; $150
►KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
►**KHBC-TV (9) Satellite of KGMB-TV Honolulu**

HONOLULU†—
►KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
►KONA (2) NBC; NBC Spot Sls.; 86,000 (including Wailuku satellite); $300
►KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
►**KMAU (3) Satellite of KGMB-TV Honolulu**
►KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
►WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
►WKAQ-TV (2) CBS; Inter-American; 65,000 $300
WIPR-TV (•6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
►CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; 10,300; $170

CALGARY, ALTA.—
►CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 34,000; $250

EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
►CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
►CJLH-TV (7) CBC; All-Canada, Weed; 6,800; $160

LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
►CKCW-TV (2) CBC; Young, Stovin; 28,000; $200

MONTREAL, QUE.—
►CBFT (2) CBC French; CBC; 337,000; $900
►CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
►CBOFT (9) CBC; CBC; 42,000; $230
►CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 48,000; $230

PORT ARTHUR, ONT.†—
►CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
►**CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350**

REGINA, SASK.†—
►CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC; Stovin, Young; 21,000; $200

ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 55,000 (including U. S.); $250

ST. JOHN'S, NFLD.—
►CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
►CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C.†—
►CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; 1,588,000; $450

WINNIPEG, MAN.†—
►CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
►XETV (6) Weed; 324,558; $600

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

A NEW YARDSTICK

23,000 Loyal Boosters In

NORFOLK

WTOV-TV has 36 regularly weekly local live telecasts (not counting news and sports) starring over 300 local entertainers who have 600 parents making a total of 900 people. Using average relationship statistics these 900 people have 3,600 aunts and uncles, 3,600 nieces and nephews, 2,000 grandparents and in-laws, 14,400 first cousins and 600 brothers and sisters for a total of 23,600 good loyal buyers and boosters for your products. Write for booklet that gives descriptions and pictures of these 36 local live shows.

WTOV-TV

Rates First in Many Ways

1. WTOV-TV sells more locally sponsored time than any other two TV stations in Virginia.
2. WTOV-TV has the largest local account in the State of Virginia.
3. WTOV-TV has more local live programming than any other station in Virginia.
4. WTOV-TV has more people living within eight millivolts of its transmitter than any other station in Virginia. Approximately 750,000 people in Norfolk, Portsmouth, South Norfolk, Newport News and others—all within eight miles.
5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $750,000,000 since January 1st, this year.

See Joseph Hershey McGillvra, Inc.

Overseas Press Club Lists Radio-Tv Awards Nominees

NOMINATIONS for annual Overseas Press Club awards, which include recognition of radio and tv reporting, were announced Tuesday in New York by Bruno Shaw, chairman of the awards committee. Winners, to be chosen in balloting by 1,500 club members, will be announced and honored at the club's awards dinner April 3.

Nominees for the award for best radio reporting from abroad, based on broadcasts during the past year, are William Downs, CBS; Edward P. Morgan, ABC; Merrill Mueller, NBC; John Rich, NBC, and David Schoenbrun, CBS.

For best television reporting of foreign affairs, nominees include Dorothy Fuldheim, WEWS (TV) Cleveland; Richard C. Hottelet, CBS; Quincy Howe, ABC; Irving R. Levine, NBC, and Edward R. Murrow, CBS.

John Daly of ABC is the only radio or tv news person among five (made up of news wire service or newspaper people) to be nominated for best reporting originating in the U. S. or U. N. on world affairs. For best radio interpretation of foreign affairs, nominees are Martin Agronsky, ABC; Cecil Brown, MBS; Joseph C. Harsch, NBC; Eric Sevareid, CBS, and Howard K. Smith, CBS.

Arthur Bonner, CBS cameraman, is a nominee for the George Polk Memorial Award for the best reporting requiring exceptional courage and enterprise abroad.

Four Disc Jockeys Given Plaques by Wine Company

BRONZE PLAQUES have been awarded to disc jockeys Norm Tulin, WORL Boston; Jack Surrell, WXYZ Detroit and the team of Gentile & Binge, WJBK Detroit, for their "uniquely different use" of the "Man, Oh Manishewitz" (kosher wine) commercial for the Monarch Wine Co., Brooklyn, N. Y.

Monarch, through its agency, Emil Mogul Co., New York, last year invited disc jockeys all over the country to "individualize" their Manischewitz copy to "suit their own personalities." Results of these efforts were auditioned on tape over a two-month period by the agency and a group of trade press editors.

In addition to the winners, honorable mentions went to the following: Dick Cook, KSFO San Francisco; Bob Dalton, WTOP Washington; Joe Walker, WMBM Miami Beach; Al Hunter, KSDO San Diego; Bill DuPre, WEBB Dundalk, Md.; Larry McKinley, WMRY New Orleans; Fred Wolf WXYZ Detroit; Sidney Smith, formerly WRCA New York; Art Brown, WWDC Washington; Tom George WJBK Detroit; Al Berre, WNOE New Orleans, and Dave Maynard, Gregg Finn and Alan Davy, all WORL Boston.

KNBC's Semi-Classical Music Voted Tops in San Francisco

FOR THE third consecutive year *Masters of Melody* on KNBC San Francisco has won the *San Francisco Examiner's* annual poll as the city's top radio program, receiving 4,952 votes. The program features semi-classical music with Paul White conducting.

Disc jockey Bill Weaver, on KCBS, moved to the No. 2 spot from No. 5, receiving 1,984 votes. *KEAR Music* retained its No. 3 position, polling 1,679 votes. The poll rated the top 50 programs.

WEEI Boston and the United Press marked 20 years of doing business together when Robert Woodsum (r), manager of the United Press Boston bureau, and Bob Sheeran (l), manager of the United Press Radio Wire Service, presented a certificate to Harvey J. Struthers, WEEI general manager.

Adv. Award Deadline Set

THE Advertising Federation of America, New York, last week set April 15 as the deadline for nominations to Advertising's Hall of Fame.

The Hall of Fame, located in the Advertising Club of New York, honors deceased members of the advertising profession who have "rendered special services in the upbuilding and advancement of advertising." Nominating ballots may be obtained from AFA, 250 W. 57th St., New York 19.

AWARD SHORTS

KLZ-TV Denver presented with special Citation of Merit from Muscular Dystrophy Assn. for "distinguished service in the search to find the cure and in giving comfort to the patients with muscular dystrophy." Last November KLZ-TV staged an 18-hour telethon for the cause with contributions exceeding $145,000.

George M. Burbach, general manager, KSD-AM-TV St. Louis, Mo., named "Boss of the Year" by Women's Adv. Club of St. Louis.

Ralph A. Renick, news director, WTVJ (TV) Miami, Fla., named one of Florida's five Outstanding Young Men at Florida Jaycee's winter conference.

Vestal C. Taylor, news and farm director, WFNC-AM-TV Fayetteville, N. C., received Distinguished Service Award as Outstanding Young Man of the Year by Fayetteville Junior Chamber of Commerce.

Robert W. Gunderson, blind editor of *Braille Technical Press*—monthly electronics magazine for blind—elected to receive GE's Edison Radio Amateur Award for 1955. He has designed special test instruments to open electronics to blind people as occupation.

Eleanor Hempel, conductor of KTTV (TV) Los Angeles' *Little Schoolhouse* program, presented award from Assn. of Childhood Education for "work with children, inspiration to teachers and guidance to parents."

Dr. E. W. Engstrom, senior executive vice president, RCA, awarded John Ericsson Medal for 1956 of American Society of Swedish Engineering for "creativeness and leadership of important team research in the electronics field."

Somewhere Every Day

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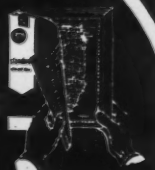

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

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4 Reasons Why

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RADIO and TELEVISION STATIONS

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AWARDS

Campbell Soup Co., Camden, N. J., awarded Minute Man Citation from Savings Bond Div., U. S. Treasury, for cooperation in savings stamps program in nation's schools. Company helped underwrite special film featuring cast of its tv program *Lassie*.

Connie Morton, news director, WRHI-AM-FM Rock Hill, S. C., named Young Man of the Year by local Junior Chamber of Commerce for contribution to community affairs.

James H. Moore, executive vice president, WSLS-AM-FM-TV Roanoke, Va., named Outstanding Boss of the Year by Roanoke Junior Chamber of Commerce.

Ziv Television Programs, N. Y., received special citation for *I Led Three Lives* series from Military Order of the Purple Heart, Hollywood Chapter #83, for "extraordinary services rendered to the causes of patriotism and Americanism."

Robert L. Stoddard, owner-manager, KATO Reno, Nev., and staff honored at testimonial dinner given by civic leaders acknowledging KOTA service during December floods when station stayed on air 60 consecutive hours.

British Film Academy, London, has designated *Richard III,* British feature film to be presented in color on NBC-TV's *Wide Wide World* on March 11 (2:30-5:30 p.m. EST), to receive Academy's 1955 awards for film itself and for producer-director-star, Sir Laurence Olivier.

Joseph N. Nelson, chief, FCC Broadcast Renewal & Transfer Div., granted $250 superior performance award. Mr. Nelson, who joined FCC in 1946, formerly headed Broadcast Bureau's tv branch and was promoted to present post in February [B•T, Feb. 6].

WBZ-TV Boston's weekly religious series, *Our Believing World,* presented in cooperation with Archdiocese of Boston, Rabbinical Assn. and Council of Greater Boston and Mass. Council of Churches, cited during fifth anniversary broadcast by National Conference of Christians & Jews and the United Community Organizations, for contributing to interfaith understanding.

E. Robert Nashick, advertising-promotion manager, WGBS-TV Miami, Fla., named "Advertising Personality of the Year" by Advertising Club of Greater Miami.

M. Robert Rogers, president, WGMS Washington, designated honorary life member of Phila. Orchestra Pension Foundation in recognition of benefit concert he produced.

Walt Disney, producer, ABC-TV *Disneyland,* received Television Trailblazer award from Hollywood Foreign Press Assn.

Arthur C. King, production manager, WEEI Boston, given certificate of appreciation by Boston Assn. for Retarded Children for WEEI cooperation.

WIBW-AM-TV Topeka, Kan., presented with plaque by Northeast Kansas Cerebral Palsy Assn. for service in behalf of palsy victims.

Leo Burnett, board chairman, Leo Burnett Co., Chicago, and **Fairfax Cone,** president, Foote, Cone & Belding, N. Y., honored by *Printers Ink* magazine for outstanding contributions to advertising.

Victor Borge, tv and Broadway star, made Knight of Royal Order of Danebrog, in Washington by Hendrik de Kauffmann, Danish Ambassador to U. S. Mr. Borge, now U. S. citizen, was born in Denmark.

SELECTED as the "outstanding engineer of the metropolitan Cincinnati area for 1955" was Ronald J. Rockwell (l), vice president and director of engineering for Crosley Broadcasting stations. The award was bestowed by the Technical & Scientific Societies Council of that city. Mr. Rockwell is congratulated after receiving the honor by Victor Emanuel, president and chairman of Avco Manufacturing Corp., parent company of Crosley's WLW and WLWT (TV), both Cincinnati.

WTRF-TV Wheeling, W. Va., awarded first place in "Publicity and Public Relations" for 1955 by Wheeling Adv. Club.

Chuck Dulane, news and program director, WGAY Silver Spring, Md., named winner of annual Brotherhood Award by B'nai B'rith organization of Montgomery County, Md.

Ford Dealers of Southern California honored with medal award for best tv commercial by L. A. Art Directors Club. Winning commercial represents efforts of Bob Guidi, design and story, John Hubley, producer, Storyboard Inc., and Bill Wilgus, tv director-producer, J. Walter Thompson Co., N. Y.

CBS Radio's *FBI in Peace and War* series awarded National Exchange Clubs Award for year-round campaigning for crime prevention.

NBC-TV's Dave Garroway, Washington U., St. Louis, class of '35, awarded University's Alumni Citation "in recognition of his outstanding achievements and services . . . reflecting honor upon Washington U." by fellow alumnus and associate producer of *Today,* Lou Ames.

WJR Detroit and **CBS** network awarded plaque by National Exchange Club for *Make Way for Youth* program's role in Crime Prevention Week activities. Show originates from WJR to CBS network Saturdays.

WMPS Memphis, Tenn., awarded "unique programming treatment" award by Memphis Adv. Club at advertising show.

Edgar T. Bell, general manager, **Bruce Palmer,** news director, and **Ernie Crisp,** cameraman, KWTV (TV) Oklahoma City, Okla., honored by Oklahoma Governor Raymond Gary and commissioned honorary colonels on Governor's staff in recognition of program *Bruce Palmer Reports.* Program focuses attention on accomplishments of various Oklahoma communities.

WTAR-TV SPOTLIGHTS MARKET

A $150 spring outfit goes to the ad man or woman who correctly guesses the population in the Norfolk-Portsmouth-Hampton-Warwick-Newsport News, Va., market, as covered by WTAR-TV Norfolk. The station is staging the contest to right an erroneous impression left by U. S. census figures which separate Norfolk-Portsmouth from Hampton-Warwick-Newport News, making them two county metropolitan areas. The two, in reality a single marketing entity, represent America's 26th market, says WTAR-TV. To collect the clothes from a store of his choice, the winning entrant must submit a figure closest to that which will appear in the May 10 *Sales Management's* survey of buying power.

WOOD-TV SAYS IT IN PICTURES

SINCE sending slide View-Masters to addresses on its promotion list, WOOD-AM-TV Grand Rapids, Mich., has been following up the gift with a series of slides on station personalities. Carol Duvall, WOOD-TV's women's director, is the subject of the station's latest slide mailing. She is featured in pictures taken on different studio sets and ranged around the View-Master slide wheel.

TPA CASTS 'TUGBOAT ANNIE'

AFTER a 13-month search for actors to fill title role in the tv film series *Tugboat Annie,* Television Programs of America, N. Y., last Wednesday announced it would start shooting the first film today (Monday). The title roles have been assigned to Minerva Urecal and Walter Sande. *Annie,* based on Norman Reilly Raine's *Saturday Evening Post* series, will be produced by Leon Fromkess and directed by Charles Barton. The original movie version in the 'thirties starred the late Marie Dressler and Wallace Beery.

NBC PLANS MONACO COVERAGE

IN what promises to be a gilt-edged and bejewelled version of *Bride and Groom,* NBC radio announced last week it has arranged for pick-ups on *Weekday* of both civil and religious wedding rites of Rainer III, Prince of Monaco, and actress Grace Kelly.

With nuptials scheduled for April 18-19, NBC also has written up overseas travel orders for some of its staff reporters: Hazel Markel, Jinx Falkenburg McCrary, Leif Eid, Merrill Mueller and Bob Hecox. They will scour the tiny principality, button-hole guests and partake in the general festivities, capturing all their observations for the American public. In addition to these plans, NBC last week began pre-empting the 11:45 a.m. *Fibber McGee and Mollie* program to bring its listeners a three-week daily series on Monaco, appropriately titled *Romance of Monaco.*

Snow in the Picture

KTNT-TV Tacoma, Wash., *Home Show* hosts, decided to give Peg Carpenter and Ted Bryant an instructional skiing lesson. They engaged Shirley Fopp, past national downhill skiing champion, to demonstrate with Lyle Morton, area ski expert, as moderator. A special ski slide was built just outside the studios.

As the day for the program approached, there remained one minor problem: no snow.

The day was saved when Donald Watt, show producer, ordered several tons of "snow" from a local refrigeration company delivered in time for the skiing lesson to go on as scheduled.

'HOME' CHARTS NEW FEATURES

NBC-TV's *Home,* which celebrated its second anniversary March 1, has listed some new projects the daytime show will embark upon this year. These include a filmed series on child adoption, prepared through the cooperation of the Child Welfare League of America; a four-week California origination, beginning May 21, coverage of both Republican and Democratic Presidential conventions and more personality interviews.

'PRETTY BIRD' GIVES KEYD ID'S

IN ITS PARAKEET contest KEYD Minneapolis found a bird willing and able to announce its promotional ID's during the week Feb. 27-March 2. Mrs. George Zimmer, owner of "Pretty Boy," collected a $100 savings bond for her bird's delivery of: "I like KEYD, my Country-Western Station, 1440." The contest was sponsored by KEYD and the House of Birds organization.

PAUL WEEKS (3rd from l), vice president of H-R Representatives Inc., is congratulated by Deputy Sheriff Richard O'Connell, executive director of the Sombrero Network, after the latter deputized him with the official star of Bexar County (San Antonio), Tex. Looking on are (l to r): Don Donahue, Max Friedman, Chuck Davies, Avery Gibson, director of research, and Dave Harris all of H-R which represents KONO San Antonio.

Just Published

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

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Telecast Originated From Graham Cell

DESCRIBED as a "big step forward in putting tv coverage of the news on an equal basis with other media" was the live telecast in a prison cell last fortnight of John Gilbert Graham, 25, accused of planting in the suitcase of his mother a dynamite bomb which exploded in a United Airlines plane, killing her and 43 other passengers. The telecast was made by KBTV (TV) in the Denver County jail, and featured an interview with Warden Gordon Dolliver and shots of Graham.

"Up to one minute before air time, there still was great uncertainty as to whether the station would be permitted to make the scheduled broadcast," said KBTV Promotion Manager Bill Walker. "Permission was granted by authorities at the last minute after Graham's defense attorney, J. J. Gibbons, got the prisoner to sign a paper agreeing to it."

Graham, who was photographed by a KBTV camera in the "maximum security" cell in which he is kept under continuous guard, will go on trial today (Monday).

The telecast was conducted by Tom Carlisle, news director of the station, of which John Mullins is owner and president.

DURING KBTV (TV)'s precedent-making live telecast from an accused murderer's cell, Defense Attorney J. J. Gibbons (l) is interviewed by KBTV News Director Tom Carlisle and Warden Gordon Dolliver looks on.

WHEN-AM-TV PLAY TO AUTOISTS

WHEN-AM-TV Syracuse took advantage of the 47th annual Syracuse Auto Show Feb. 19-25 to promote an estimated $500 million automotive market. WHEN's Auto Derby Quiz—a special radio game broadcast live each night during the exposition—had Syracusans attending the Auto Show to compete for $200 worth of silver dollars each evening. In addition, the stations featured a "radio-tv sound stage" which illustrated WHEN-AM-TV activity in the upstate New York market.

ZIV VIEWER RECALL CONTEST

AS a means of ascertaining whether tv viewers actually remember what they see when they watch a tv program, Ziv Television Programs, New York, has mapped out a contest for use with its half-hour espionage series, *Man Called X*, to be launched shortly in more than 130 markets. At the close of each episode, viewers will be invited to test their skill as "espionage agents" by answering questions, such as: "When The Man Called X met 'The Tall One'," the man on stilts was carrying a poster. Was that poster advertising . . . a laundry? a restaurant? a circus? a tailor? Ziv suggests that prizes to be awarded by sponsors and stations be spy-type gifts, such as tape recorders and cameras.

NBC-TV TO PRESENT 'BARRETTS'

ACTRESS Katherine Cornell and her husband, director-producer Guthrie McClintic, will bring the Broadway success, "The Barretts of Wimpole Street," to *Producers' Showcase* April 2, NBC-TV has announced.

PROVIDES TV HOSPITAL VISITS

CHSJ St. John, New Brunswick, on its daily show, *Time for Juniors*, has arranged with local hospitals where children under 16 years of age are not admitted, to have hospitalized parents of children appearing on the show that day, see the show on tv receivers in the hospital lounges. In some cases, as in the tuberculosis hospital, some patients had not seen their youngest children for some months till CHSJ-TV made a visit possible.

WBC COVERS SCHOOL MEETING

IN line with its policy of covering significant meetings in the educational field, the Westinghouse Broadcasting Co. covered the convention of the American Assn. of School Administrators Feb. 21-23, with tape recordings broadcast later on the WBC's group of four television and five radio stations. Other educational meetings covered recently by WBC included the White House Conference on Education in November and the meeting of the National Citizens Committee for the Public Schools in January.

STAGES 'SPEC-TAX-ULAR'

EDUCATIONAL tv has borrowed from commercial network television to build up audience appeal for its programs. WTTW (TV) Chicago telecast a two-hour *Spec-tax-ular* with Internal Revenue Service agents explaining steps in filling out various tax forms. During the program they answered telephone calls from viewers who wanted additional information. WTTW asked viewers to have available at their fingertips all financial records for making out returns.

WBBM AND 'NEWS' COLLABORATE

IT's not everyday that rival media work side by side, but that's what happened recently in a joint venture by WBBM Chicago and the local *Daily News*. A radio team was assigned along with a newspaper crew to get the story on violations of the city's building code. A portable tape recorder was used to record more than three hours of interviews with landlords and tenants. Results were aired on WBBM's documentary *Ear on Chicago* program, presented by the Ill. Institute of Technology's radio-tv department in cooperation with the CBS outlet. The *Daily News* ran a pictorial layout telling readers, "We're letting you in on the birth of a story."

Cagey Promotion

CHRIS CHRISTENSEN, promotion manager, KEX Portland, Ore., had a "natural" promotion idea: A picture of the station's "Big Five" disc jockeys playing basketball, with the message "Selling Something? The Big Five on KEX will score for you every time. . . . A championship team that will win for you."

The "Big Five" had no plans to actually play a basketball game, but one thing led to another and games were matched with KOIN-TV Portland and KRUL Corvallis, Ore. Both contests were played during halftimes of college games, with the "Big Five" winning 10-4 and 4-2 respectively.

Minutes after the KRUL game, the aching KEX athletes announced that they were retiring undefeated. Mr. Christensen, glumly massaging a charley horse, predicted that his next promotion will be less strenuous.

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Dunbar 1-7775

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Mur. Hill 7-8437

Station Authorizations, Applications
(As Compiled by B • T)

February 23 through February 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Feb. 29

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,827	2,827	209	364	159
Fm	538	528	50	22	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Feb. 29

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	98	446
Noncom. Educ. on Air	14	5	19

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	306	614[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	970	337	763	544	1,307[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,030	337	796	571	1,367[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

BMI
"According to the Record"
Continuities for April
A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.
April's "*According to the Record*" includes stories about Hans Christian Andersen, Booker T. Washington, the 1956 Presidential elections, Thomas Jefferson's birthday and other significant and entertaining highlights and sidelights of the years past.
BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.
For sample scripts please write to Station Service Department
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589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Montrose, Colo.—Western Slope Bcstg. Co. granted vhf ch. 10 (192-198 mc); ERP 204 w vis., 102 w aur.; ant. height above average terrain 70 ft., above ground 88 ft. Estimated construction cost $24,000, first year operating cost $15,000, revenue none. Post office address P. O. Box 30, Grand Junction, Colo. Studio location Grand Junction. Trans. location Montrose. Geographic coordinates 38° 30′ 58″ N. Lat., 107° 50′ 55″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Western Slope is permittee of **KFXJ-TV Grand Junction** and will use Montrose outlet as satellite. **Western Slope** is licensee **KFXJ Grand Junction** and Pres. **Rex G. Howell** is majority owner **KGLN Glenwood Springs, Colo.** Granted Feb. 23.

Clovis, N. M.—KICA Inc. granted vhf ch. 12 (204-210 mc); ERP 29.740 kw vis., 16.045 kw aur.; ant. height above average terrain 218.80 ft., above ground 240.25 ft. Estimated construction cost $210,500, first year operating cost $144,000, revenue $200,000. Post office address 520 Pile St., Clovis. Studio and trans. location Clovis. Geographic coordinates 34° 23′ 52.8″ N. Lat., 103° 11′ 58.4″ W. Long. Trans. and ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer John H. Mullaney, Washington. Permittee is licensee of **KICA Clovis.** Granted Feb. 23.

Arecibo, Puerto Rico—Application for cp to use ch. 13 dismissed by letter of Feb. 28 at request of applicant. Announced Feb. 29.

APPLICATIONS

Pocatello, Idaho—Radio Service Corp., vhf ch. 6 (82-88 mc); ERP 69 kw vis., 35 kw aur.; ant. height above average terrain 1,460 ft., above ground 171 ft. Estimated construction cost $243,473, first year operating cost $157,000, revenue $180,000. Post office address **KSEI Pocatello.** Studio location Pocatello. Trans. location 4.5 miles east-southeast of Pocatello. Geographic coordinates 42° 51′ 04″ N. Lat., 112° 21′ 40″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Harold W. Toedtemeier. Principals include Pres. **Henry H. Fletcher** (9.08%), 9.08% owner KSEI and .8% **KTFI Twin Falls, Idaho;** Vice Pres. **Florence W. Gardner** (42.78%), 42.78% owner KSEI and 72.60% owner **KTFI;Hanna H. Soule** (24.67%), 24.67% owner of KSEI and 25.80% of KTFI, and **Radio Bcstg. Corp.** (21.8%), 21.8% owner KSEI and 40% of **KHTV (TV) Twin Falls.** Radio Bcstg. Corp. is licensee of KTFI. Filed Feb. 27.

Dickinson, N. D.—Dickinson Radio Assn., vhf ch. 2 (54-60 mc); ERP 25.88 kw vis., 12.94 kw aur.; ant. height above average terrain 837.7 ft., above ground 621 ft. Estimated construction cost $266,224, first year operating cost $144,000, revenue $144,000. Post office address 119 Second Ave., W., Dickinson. Studio and trans. location Dickinson. Geographic coordinates 46° 43′ 30.15″ N. Lat., 102° 54′ 58.16″ W. Long. Trans. GE, ant. RCA. Legal counsel Eugene L. Burke, Washington, D. C. Applicant is licensee of **KDIX Dickinson, N. D.** Filed Feb. 27.

Brownwood, Tex.—Brownwood Television Co., uhf ch. 19 (500-506 mc); ERP 500 w vis., 180 w aur.; ant. height above average terrain 307 ft. above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000 revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Brownwood. Geographic coordinates 31° 42′ 10″ N. Lat., 98° 59′ 37″ W. Long. Trans. Continental Electronics, ant. Electron Labs. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms,** realtor, and applicant for new tv at Victoria, Tex. Filed Feb. 27.

APPLICATIONS AMENDED

Sacramento, Calif.—Capitol Radio Enterprises amends application to propose waiver of sec. 3.613 (b) of rules re location of studio outside city limits and to submit corrected financial data. Amended Feb. 23.

Port Arthur, Tex.—Jefferson Amusement Co. amends application for new tv to specify station location as Port Arthur, Tex., to submit additional financial data, change description of studio location to 14th and Woodworth Blvd., Port Arthur, and to make ant. changes. Amended Feb. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WKAB-TV Mobile, Ala.—Cp cancelled (ch. 48) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

WMGT (TV) Clearwater, Fla.—Cp cancelled (ch. 32) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

WCBC-TV Anderson, Ind.—Cp cancelled (ch. 61) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

APPLICATIONS

KFRE-TV Fresno, Calif.—Seeks mod. of cp to move trans. location approx. 125 ft. from present location on Bald Mt., approx. ¾ miles southwest of Auberry Shaver Lake Rd. at Meadow Lake Junction, Meadow Lake, Calif.; ERP to 316 kw vis., 160.2 kw aur. and to install DA system and make equipment changes. Ant. height above

now there are
Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—
(1)—the map of your market, and
(2) statistics on your market, will be right where they belong—in SRDS—with
(3) your regular listing of rates and data.
This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.
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average terrain 2,000 ft. Filed Feb. 23.

KIDO-TV Boise, Idaho—Seeks cp to change trans. location to Deer Point, Tv Lot #3, 10¾ miles north-northeast of Boise, change ERP to 148 kw vis., 74.6 kw aur. and make equipment changes. Filed Feb. 23.

WTVO (TV) Rockford, Ill.—Seeks mod. of cp to change ERP to 218 kw vis., 110 kw aur. and make equipment changes. Ant. height above average terrain: 663.9 ft. Filed Feb. 29.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp to change trans. location to Sandia Crest, approx. 15 miles northeast of Albuquerque, change ERP to 83.90 kw vis., 42.54 kw aur., install new ant. system and make equipment changes. Filed Feb. 27.

WBUF-TV Buffalo, N. Y.—Seeks mod. of cp to change ERP to 790 kw vis., 395 kw aur. and make equipment changes. Ant. height above average terrain: 689 ft. Filed Feb. 29.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp to change ERP to 27.3 kw vis., 13.7 kw aur. and make equipment changes. Ant. height above average terrain: 645 ft. Filed Feb. 27.

WBIR-TV Knoxville, Tenn.—Seeks mod. of cp to make slight change in trans. location (no change in description other than coordinates), change studio location to 1513 Hutchison Ave., Knoxville, and to make equipment changes. Ant. height above average terrain: 991 ft. Filed Feb. 27.

PETITION

KOTA-TV Rapid City, S. D.—Petitions to amend sec. 3.606 (b) to provide for reallocation of ch. 3 from Miles City, Mont., to Glendive, Mont., and/or in alternative, to delete ch. 3 from Miles City. Announced Feb. 24.

CALL LETTERS ASSIGNED

KVIT (TV) Santa Fe, N. M.—Video Independent Theatres Inc., ch. 2.

WAST (TV) Hagaman, N. Y.—Hudson Valley Bcstg. Co., ch. 29.

WRGP-TV Chattanooga, Tenn.—Mountain City Television Inc., ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Madera, Calif.—**Ian S. Lansdown** application for new am to operate on 1300 kc, 500 w D dismissed at applicant's request. Action of Feb. 27.

Holdrege, Neb.—**W. W. Bcstg. Co.** application for cp to operate on 1380 kc, 500 w D returned; incorrectly notarized. Returned Feb. 27.

Albuquerque, N. M.—**B & M Broadcasters** granted 1450 kc, 250 w unl. Post office address 5908 Central Ave. Southeast, Albuquerque. Estimated construction cost $18,259.76, first year operating cost $42,000, revenue $65,000. Principals are equal partners **E. Boyd Whitney**, announcer **KOAT Albuquerque**, and **D. K. MacGregar**, grocery store owner. Granted Feb. 24.

Selmer, Tenn.—**Shiloh Bcstg. Co.** application for cp for new am to operate on 1010 kc, 250 w D dismissed at request of applicant. Action of Feb. 28.

Winchester, Va.—**North Virginia Bcstg. Co.** application for cp for new am to operate on 1290 kc, 1 kw D dismissed at request of applicant. Action of Feb. 28.

APPLICATIONS

Phoenix, Ariz.—**BamRay Bcstg. Co.**, 1280 kc, 1 kw D. Post office address 8230 N. 16th St., Phoenix. Estimated construction cost $12,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford**, production-promotion firm owner, and **Ray Odom, KRUX Glendale, Ariz.**, employe. Filed Feb. 23.

Brooksville, Fla.—**Hernando Bcstg. Co.**, 1450 kc, 250 w unl. Post office address Dale Mabry Trailer Ct., 4207 S. Dale Mabry, Tampa, Fla. Estimated construction cost $9,600, first year operating cost $26,500, revenue $32,000. Principals are **Roy O. Hawthorne Jr.** (10%), salesman-announcer **WEBK Tampa, Fla.**, and **Elmo B. Kitts** (90%), 25% owner WEBK, **WPRY Perry, Fla.**, and **WDCF Dade City, Fla.** Filed Feb. 23.

Winter Haven, Fla.—**Duane F. McConnell**, 1320 kc, 500 w D. Post Office address 817 Demington, Lakeland, Fla. Estimated construction cost $14,971, first year operating cost $45,000, revenue $60,000. Mr. McConnell is 33.3% owner of **WONN Lakeland** and 49% owner of applicant for new am to operate in Homestead, Fla. He will withdraw his interest in Homestead applicant. Filed Feb. 27.

Clinton, Iowa—**Mississippi Valley Bcstg. Co.**, 1390 kc, 1 kw D. Post office address 104 6th Ave. S., Clinton. Estimated construction cost $35,888, first year operating cost $48,300, revenue $48,000. Principals are equal partners **Wharton L. Murray**, program dir.-operations manager of **KHAS-TV Hastings, Neb.**; **Kenneth W. Evans**, Clinton agency manager of *Des Moines* (Iowa) *Register & Tribune*, and **H. Richard Pettersen**, insurance agent. Filed Feb. 27.

Madisonville, Ky.—**Hopkins County Broadcasters**, 1310 kc, 500 w D. Post office 342 N. Seminary St., Madisonville. Estimated construction cost $36,000. Principals are **Evers Mick** (55%), chief engineer **WFMW-AM-FM Madisonville**, and **Conway M. Smith** (45%), chief engineer, **WMTA Central City, Ky.** Filed Feb. 27.

Jonesville, La.—**Old South Bcstg. Co.**, 1480 kc, 500 w D. Post office address P. O. Box 54, Natchez, Miss. Estimated construction cost $11,082, first year operating cost $22,000, revenue $28,000. Applicant is owner of **WNAT Natchez**. Filed Feb. 23.

Great Barrington, Mass.—**Cecil F. Clifton**, 860 kc, 250 w D. Post office address P. O. Box 193, **WNAW North Adams, Mass.** Estimated construction cost $8,600, first year operating cost $52,000, revenue $78,000. Present application is for construction in Great Barrington of what is now WNAW. Application simultaneously was filed for assignment of license of WNAW. Each application is contingent upon other. Filed Feb. 29.

Lansing, Mich.—**Knorr Bcstg. Corp.**, 730 kc, 1 kw D. Post office address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost $94,500, first year operating cost $110,000, revenue $125,000. Knorr is owner of **WKMH-AM-FM Dearborn, WKMF Flint, WKHM Jackson** and **WSAM-AM-FM Saginaw**, all **Mich.** Filed Feb. 23.

Owego, N. Y.—**Harlan G. Murrelle**, 1330 kc, 1 kw D. Post office address Sayre, Pa. Estimated construction cost $18,740, first year operating cost $46,250, revenue $62,000. Mr. Murrelle has interests in three New Jersey and Pennsylvania newspapers and is pres.-dir. of **WOND Pleasantville, N. J.**, and second vice pres.-dir. **WDBF Delray Beach, Fla.** Filed Feb. 23.

Berwick, Pa.—**Columbia County Broadcasters Inc.**, 1280 kc, 500 w D. Post office address Craft Press Bldg., Chambersburg, Pa. Estimated construction cost $15,044, first year operating cost $38,750, revenue $47,500. Principals are Pres.-Treas. **John S. Booth** (33.3%), 33.3% owner of **WCHA-AM-FM-TV Chambersburg**; part owner **WTVE (TV) Elmira, N. Y.**: pres. **WMLP Milton, Pa.**, and pres.-treas. **WTOW Towson, Md.**; Vice Pres. **Thompson K. Cassel** (33.3%), owner of **WTKO Ithaca, N. Y.**; **WATS Sayre, Pa.**; part owner WTVE (TV); pres. **WDBF Delray Beach, Fla.** and vice pres. **WOND Pleasantville, N. J.**, and Secy. **Harry J. Daly** (33.3%), stockholder **WOKE Oak Ridge, Tenn.**, WTOW, WDBF, and **WMLV Milliville, N. J.** Filed Feb. 29.

Kenmore, Wash.—**Jane A. Roberts**, 1330 kc, 1 kw D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $16,000, first year operating cost $40,000, revenue $50,000. Mrs. Roberts is joint owner of **KREI Farmington, KCHI Chillicothe**, and **KBIA Columbia**, all **Mo.**, and **KCRB Chanute, Kan., WINI Murphysboro, Ill.**, and is joint owner of applicant for new am to operate in Little Rock, Ark. Filed Feb. 23.

APPLICATIONS AMENDED

Oxnard, Calif.—**Pacific Broadcasters** application for new am to operate on 1220 kc, 250 w D amended to change to 1520 kc, unl. DA-1. Amended Feb. 27.

Munising, Mich.—**North Central Bcstg. Co.** application for cp for new am to operate on 1400 kc, 250 w unl. amended to make changes in officers and stockholdings. Amended Feb. 29.

Las Vegas, Nev.—**Rainbow Inc.** application for cp to operate on 1050 kc, 500 w D amended to change trans. and studio location to on grounds of Hotel Last Frontier, southwest of intersection of Hwy. 91 and Motor Vu Rd., Las Vegas, and make changes in officers, dir., and stockholders. Amended Feb. 28.

Fishkill, N. Y.—**West Shore Bcstg. Co.** application for cp to operate on 1300 kc, 500 w D amended to change name of applicant to Samuel Babbit, Saul Dresner, Leonard Wechsler, Alfred Dresner, Fred Schottland, and Robert Gessner d/b as West Shore Bcstg. Co.; change to 1260 kc, 1 kw, install DA; change trans. and studio location to foot of Dennings Ave., Beacon, N. Y., and change station location to Beacon, N. Y. Amended Feb. 28.

Existing Am Stations . . .

ACTIONS BY FCC

WNPT Tuscaloosa, Ala.—Granted increase in D power from 1 kw to 5 kw, operating on 1280 kc, 500 w DA-N, unl. Granted Feb. 24.

WWDC Washington, D. C.—Granted change from DA-1 to DA-2 on 1260 kc, 5 kw unl.; engineering conditions and subject to receiving interference from grant of **WCHV Charlottesville, Va.**, for increase in power on 1260 kc. Granted Feb. 24.

WEAW Evanston, Ill.—Granted increase on 1330 kc from 500 w to 1 kw DA-D. Granted Feb. 24.

WKMI Kalamazoo, Mich.—Granted change from DA-2 to DA-N, operating unl. on 1360 kc, 1 kw, 5 kw LS, with remote control of trans. from main studio D. Granted Feb. 24.

KMUL Muleshoe, Tex.—Application for mod. of cp (which authorized new am station) to change ant.-trans. and studio locations and make equipment changes returned to applicant to be signed and notarized. Action of Feb. 28.

APPLICATIONS

KFTM Fort Morgan, Colo.—Seeks cp to change from 1260 kc to 1400 kc; change power from 500 w D to 250 w unl. Filed Feb. 27.

WTHI Terre Haute, Ind.—Seeks cp to change from DA-2 to DA-1. Filed Feb. 27.

WHOT Campbell, Ohio—Seeks cp to change from 250 w D to 1 kw D and make equipment changes. Filed Feb. 27.

WLAF LaFollette, Tenn.—Seeks cp to change from 100 w to 250 w. Filed Feb. 27.

KTW Seattle, Wash.—Seeks cp to increase hours, sharing time with **KWSC Pullman, Wash.** (KTW to operate full time D in addition to present schedule), change trans. location, operate trans. by remote control, and make equipment changes. Filed Feb. 23.

WDNE Elkins, W. Va.—Seeks mod. of license to change name of licensee to Marja Bcstg. Corp. Filed Feb. 27.

APPLICATIONS AMENDED

KAMO Rogers, Ark.—Application for cp to increase power from 500 w to 1 kw amended to change name of applicant to KAMO Inc. Amended Feb. 28.

WEBB Dundalk, Md.—Application for cp to increase D power from 1 kw to 5 kw, make equipment changes, change studio location to 616 N. Gilmore, Baltimore, and change station location from Dundalk to Baltimore amended to make DA system changes. Amended Feb. 28.

MISCELLANEOUS

Detroit, Mich.—**Faith Temple, Church of God in Christ** application for authority to trans. programs to **CKLW Windsor, Ont.**, dismissed for failure to prosecute. Action Feb. 28.

Detroit, Mich.—**International United Revelation People's Spiritualist Temple of Applied Christianity** application for authority to trans. programs to **CJSP Leamington, Ont.**, dismissed for failure to prosecute. Action of Feb. 28.

Brooklyn, N. Y.—**David R. Rudnick** seeks authority to trans. programs from Ebbets Field, Brooklyn; Polo Grounds, New York City, and Roosevelt Stadium, Jersey City, N. J., to **CFRA Ottawa, Canada.** Filed Feb. 28.

CALL LETTERS ASSIGNED

WHRT Hartselle, Ala.—Dorsey Eugene Newman, 860 kc, 250 w D.

KAAA Kingman, Ariz.—**Stonybrook Bcstg. Co.**, 1230 kc, 250 w unl. Changed from KGAN.

KGEN Madera, Calif.—**Mondo Bcstg. Co.**, 1250 kc, 500 w D.

WPTZ Indianapolis, Ind.—**Rollins Bcstg. Co.**, 1590 kc, 5 kw D.

WCHB Inkster, Mich.—**Bell Bcstg. Co.**, 1440 kc, 500 w D.

WTKO Ithaca, N. Y.—Thompson K. Cassel, 1470 kc, 1 kw D.

KDOK Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w D. Changed from KDWA.

KITN Olympia, Wash.—Donald F. Whitman, 1440 kc, 500 w D.

WLEO Ponce, Puerto Rico—Ponce Bcstg. Corp., 1170 kc, 250 w unl.

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New Fm Stations . . .

APPLICATIONS

Storrs, Conn.—**Board of Trustees of U. of Conn.**, 90.5 mc, 10 w. Post office address U. of Conn., Storrs. Estimated construction cost $1,600, first year operating cost $4,000. Station is to be non-commercial educational operation. Filed Feb. 29.

Minneapolis, Minn.—**Fidelity Bcstg. Co.**, 97.1 mc, 3 kw unl. Post office address 3800 Minnehaha Ave., Minneapolis. Estimated construction cost $31,682, first year operating cost $36,000, revenue $38,000. Principals include **Northwestern Television & Electronics Institute** (57%), former owner of non-commercial **WNOV St. Paul, Minn.** Filed Feb. 27.

New York, N. Y.—**Trustees of Columbia University**, 89.9 mc, 10 w. Post office address Columbia U., New York. Estimated construction cost $4,600, first year operating cost $1,000. Station is to be used for non-commercial educational purposes. Filed Feb. 28.

Existing Fm Stations . . .

ACTION BY FCC

KSBR (FM) Mount Diablo, Calif.—FCC cancelled cp and dismissed application for extension of completion date at request of applicant. Call letters deleted. Action of Feb. 28.

APPLICATION

KWOS-FM Jefferson City, Mo.—Seeks cp to change ERP to 765 w and make equipment changes. Filed Feb. 28.

CALL LETTERS ASSIGNED

KEWC-FM Cheney, Wash.—Eastern Washington College of Education, 89.9 mc, 10 w.

Ownership Changes . . .

ACTIONS BY FCC

WSPC Anniston, Ala.—Application for acquisition of control by **S. B. Ingram** dismissed at request of attorney. Action of Feb. 27.

KPAS Banning Calif.—Granted assignment of license to San Jacinto Bcstg. Co. for $40,000. Principals are equal partners **Melvin F. Berstler**, employe of WGN Inc., Chicago, and **Roy R. Cone**, WGN Inc. engineer. Granted Feb. 29.

WGTH-TV Hartford, Conn.—Granted assignment of cp to CBS for $650,000. Granted Feb. 24.

WGTH-TV Hartford, Conn.—FCC denied telegraphic request by **WNHC-TV New Haven, Conn.**, that parties to assignment of cp of **WGTH-TV Hartford** from General-Times Television Corp. to CBS, granted by Commission Feb. 23, be directed not to effectuate same until Commission acts upon protest by WNHC-TV, not yet received. Action of Feb. 29.

WMGR Bainbridge, Ga.—Granted assignment of license to **John A. Dowdy** for one-third interest in **WDVH Gainesville, Fla.**, together with deferred payment of $13,550, plus $2,583 equity and assumption of $13,500 in notes. Mr. Dowdy is among present owners of station. Granted Feb. 29.

WJOL Joliet, Ill.—Granted assignment of license to **WJOL Inc.** Corporate change only; no change in control. Granted Feb. 23.

KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena, and KXLL Missoula, all Mont.—Granted transfer of control to **Z Bar Net.** Stock transaction so stations may have funds to expand tv interests. Granted Feb. 23.

WMUR Manchester, N. H.—Granted assignment of license to Northeast Bcstg. Corp. for $150,000. Pres-Treas. is **Madeleine M. Girolimon** (100%), insurance interests. Among directors is **Warren H. Journay**, former manager of **WKBR-AM-FM Manchester.** Call letters WMUR will not be assigned nor is WMUR-TV involved in transaction. Granted Feb. 29.

WGTC Greenville, N. C.—Granted transfer of control to **H. W. Anderson** and **Joel Lawhon** for $16,125. Mr. Anderson will control 52% of stock and Mr. Lawhon 35%. Both have been stockholders in station. Granted Feb. 23.

WQCY (TV) Allentown, Pa.—Granted assignment of cp to WKAP Inc. for $7,500. Transaction eliminates those WQCY (TV) stockholders who are not also stockholders in **WKAP Allentown.** Granted Feb. 29.

WKBL Covington, Tenn.—Granted assignment of license to **Tipton County Bcstg. Co.** Corporate change only; no change in control. Granted Feb. 24.

WCBR Memphis, Tenn.—Granted transfer of control to **Jules J. Paglin** and **Stanley W. Ray** for $10,250 cash and assumption of $60,500 in notes. Messrs. Paglin and Ray own **WBOK New Orleans, WXOK Baton Rouge, La.** and hold majority interests in **KAOK Lake Charles, La.** and **KYOK Houston, Tex.** Granted Feb. 23.

KFST Fort Stockton, Tex.—Granted assignment of license to **George Baker** for $22,500. Mr. Baker, among other interests, is 80% owner of weekly *Fort Stockton Pioneer.* Granted Feb. 23.

WBLT Bedford, Va.—Granted transfer of stock from **Addison P. Marsh Jr.** to remaining stockholders **James E. Synan, Gordon L. Synan** and **R. C. Atherholt.** No one will hold controlling interest in station. Granted Feb. 23.

WDLB-AM-FM Marshfield, Wis.—Granted transfer of control to Clarkwood Bcstg. Corp. for $150,000. Principals are Pres. **Hartley L. Samuels** (25%), account executive **WINS New York**; Secy. **Margery S. Samuels** (25%), housewife, and Vice Pres.-Treas. **Judith S. Scofield** (50%), insurance broker. Granted Feb. 29.

KGOS Torrington, Wyo.—Granted assignment of license to DeVeny-Kath Bcstg. Co. for $46,458. Principals are equal partners **Cecil C. DeVeny**, announcer-engineer at **KOLT Scottsbluff, Neb.** and **Kermit G. Kath** announcer-salesman at **KNEB Scottsbluff.** Granted Feb. 23.

APPLICATIONS

WJAM Marion, Ala.—Seeks involuntary assignment of permit to equal partners **Kathleen W. Neely**, presently part owner of WJAM, and **Elizabeth H. Neely.** No consideration; transaction is based on will provisions. Filed Feb. 23.

WHBB Selma, Ala.—Seeks transfer of control to **John F. Townshend** for $19,500. Mr. Townshend is among present WHBB principals. Filed Feb. 28.

KWHN Fort Smith, Ark.—Seeks involuntary transfer of control to estate administrators **Salome Nakdimen** and **J. H. Friedman.** Filed Feb. 29.

KBLO Hot Springs, Ark.—Seeks assignment of license to **J. Carl Bullard** for $29,500. Mr. Bullard is grocer. Filed Feb. 23.

KROS-AM-FM Clinton, Iowa—Seek transfer of control to **Bernard M. Jacobsen, Maenard W. Jacobsen** and **Helen S. Jacobsen** under order of estate executor. Jacobsens were all minority owners of station, will now be sole owners. Filed Feb. 23.

WBRT Bardstown, Ky.—Seeks assignment of license to **Lawrence W. Adams** for $50,000. Mr. Adams is program dir. of **WVJS Owensboro, Ky.** Filed Feb. 27.

WNGO-AM-FM Mayfield, Ky.—Seek transfer of control to **T. E. Brewer** and **R. B. Ligon** for $27,560. Messrs. Brewer and Ligon are presently 33% and 2% owners, respectively, of WNGO-AM-FM. Filed Feb. 27.

WNAW North Adams, Mass.—Seeks assignment of license to Berkshire Bcstg. Co. for $15,000. Principals include Pres.-Asst. Treas. **John T. Parsons** (49%), former manager of **WHYN-TV Springfield, Mass., WBRK-WMGT (TV) Pittsfield, Mass.,** and Vice Pres.-Treas. **James W. Miller** (49%), stockholder **WESO Southbridge, Mass.**, permittee of new am in Orange, Mass., and applicant for new am to operate in Milford, Mass. Application for removal of WNAW to Great Barrington, Mass., was filed simultaneously. Each application is contingent upon other. Filed Feb. 29.

KAUS Austin, Minn.—Seeks assignment of license to **Minnesota-Iowa Television Co.** Corporate change only; no change in control. Filed Feb. 27.

KOBK Owatonna, Minn.—Seeks transfer of control to **Robert W. Behling, Gerald J. Boos,** and **Duane Allen** for $21,024. Messrs. Behling, Allen and Boos are general manager, program dir., and chief engineer, respectively, of **WDLB-AM-FM Marshfield, Wis.** Filed Feb. 28.

WIRI (TV) North Pole, N. Y.—Seeks transfer of control to **Rollins Bcstg. Inc.** for $500,000 plus. Rollins owns **WJWL Georgetown,** and **WAMS Wilmington,** both **Del., WRAP Norfolk, Va., WNJR Newark, N. J., WBEE Harvey, Ill., WPTZ Indianapolis, Ind.,** and has application in hearing for new am to operate in Philadelphia. Filed Feb. 27.

WRTA Altoona, Pa.—Seeks assignment of license to Altoona Trans-Audio Corp. for $42,500. Principals include **Pottsville Trans Video Corp.** (38.4%), part owner of three community ant. systems; Vice Pres. **Louis H. Murray** (15.4%), former station manager of **WPAM Pottsville, Pa.**; Asst. Secy. **Horace J. Richards** (7.7%), WPAM asst. manager and Treas. **John L. Miller** (38.4%), varied business interests. Filed Feb. 27.

KABR Aberdeen, S. D.—Seeks involuntary transfer of control to **Tressa Hunt** and **Virginia Hunt,** administratrices of estate of **Delbert T. Hunt,** deceased. Filed Feb. 23.

KTAN Sherman, Tex.—Seeks assignment of license to **J. L.** and **W. W. Groves** for $37,500. J. L. Groves is former drive-in theater owner and W. W. Groves is **KBIM Roswell, N. M.,** commercial manager. Filed Feb. 27.

APPLICATIONS RESUBMITTED

WNOS-AM-FM High Point, N. C.—Resubmit application for assignment of licenses to Statesville Bcstg. Co. for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Resubmitted Feb. 23.

KBRZ Freeport, Tex.—Application for transfer of control to **William D. Schueler** resubmitted. Resubmitted Feb. 23.

Hearing Cases . . .

FINAL DECISIONS

Bridgeport, Wash.—FCC ordered C. J. Community Services Inc., Bridgeport, and any and all agents thereof to cease and desist (1) from operating tv booster stations without having first obtained license from FCC, (2) from carrying on operation of said stations without person holding appropriate operator's license from FCC, and (3) from rebroadcasting programs or parts thereof of **KXLY-TV Spokane, Wash., KHQ-TV Spokane,** or any other tv station without first obtaining from originating station express authority to do so. Action taken Feb. 23, effective March 5.

Ponce, Puerto Rico—FCC terminated rule-making proceedings and denied proposals by **El** Mundo Inc. and Ponce de Leon Bcstg. Co. to shift ch. 7 from Ponce to Mayaguez, Puerto Rico. Counter proposals filed by Supreme Bcstg. Co. of Louisiana and Dept. of Education of Puerto Rico, were likewise denied. Action of Feb. 24.

OTHER ACTIONS

WPLA Plant City, Fla.-R. E. Hughes, Auburndale, Fla.—Designated for consolidated hearing applications of WPLA to change from 1570 kc to 910 kc, operating D with 1 kw, and Hughes for new am to operate on 910 kc, 1 kw D. Action of Feb. 24.

Peoria, Ill.—FCC amended its Feb. 17 memorandum opinion and order which disposed of certain petitions by West Central Bcstg. Co. and Hilltop Bcstg. Co. in Peoria, ch. 8 comparative proceedings by (1) deleting footnote 1 to reflect timely filing of petitioners' Dec. 5 reply, and (2) upon consideration of said reply, affirming denial made in Feb. 17 memorandum opinion for intervention and other relief and for consolidation. Action of Feb. 17.

KFNF Shenandoah, Iowa—FCC postponed effective date of Dec. 30 grant to **KFNF Shenandoah** to change ant.-trans. location to Essex, Iowa, make ant. changes (increase height) and remote control operation of trans. pending hearing April 16 and made **KDHL Faribault, Minn.**, which protested grant, party to proceeding. Action of Feb. 24.

Rochester, N. Y.—FCC designated for hearing applications of WHEC-TV and WVET-TV for new tvs to operate on share-time basis on ch. 10 in Rochester, N. Y.; denied applicants' request for oral argument; and made Federal Bcstg. System Inc., licensee of **WSAY Rochester,** which protested grants, party to proceeding. Grants were made March 11, 1953, but case was remanded to Commission by Court of Appeals Dec. 21, 1955. Current action keeps protested grants in effect. Action of Feb. 24.

WEOL Elyria, Ohio—FCC denied petition by Lorain Journal Co., Lorain, Ohio, for reconsideration of FCC action rejecting certain issues in proceeding involving application for renewal of license of **WEOL Elyria.** Action of Feb. 29.

Lorain, Ohio—FCC granted petitions of **WSPD Toledo, Ohio,** and **WTTH Port Huron, Mich.,** to extent of adding issues in proceeding involving application of Sanford A. Schafitz for new am in Lorain to operate on 1380 kc, 500 w D; placed burden of introduction of evidence under certain issue on petitioners. Action of Feb. 29.

WMAN Mansfield, Ohio—FCC denied petition by Mansfield Journal Co., Mansfield, Ohio, for reconsideration of Commission action rejecting certain issues in proceeding involving application for renewal of license of **WMAN Mansfield.** Action of Feb. 29.

Tahlequah-Bartlesville, Okla.—Stephenville Bcstg. Co., Tahlequah, and Osage Bcstg. Co.,

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Bartlesville, designated for consolidated proceeding applications for new ams to operate on 1350 kc, 500 w D (Osage with DA-D); made **KFH Wichita, Kan.**, and **KWON Bartlesville** parties to proceeding. Action of Feb. 24.

Coos Bay, Ore.—FCC denied request by **KOOS Coos Bay, KFIR North Bend, Ore.**, and **KWRO Coquille, Ore.**, for preliminary order temporarily staying effective date of Commission Jan. 4 grant to Harold C. Singleton for new am (1420 kc, 1 kw D) in Coos Bay pending consideration of protest filed by petitioners. Action of Feb.24.

Pacific Television Inc., Coos Bay, Ore.-KOOS Inc., Coos Bay, Ore.—Designated for consolidated hearing applications for new tv to operate on ch. 16; Pacific would operate as satellite.

Washington, Illinois—By orders of Feb. 23, Commission corrected transcripts of oral arguments in two proceedings (1) re Community Services Inc., Bridgeport, Wash., H. J. Miller, Nespelem, Wash., and R. E. Darwood et al., Quincy, Wash., as proposed by Commission counsel, and (2) re WMBD Inc., and WIRL Television Co. (ch. 8), Peoria, Ill. as proposed by applicants.

Madison, Wis.—FCC denied petition for reconsideration and further relief filed by WTVO (TV) Rockford, Ill., insofar as it requests stay of comparative proceedings on applications of Radio Wisconsin Inc., and Badger Television Co. for new tv to operate on ch. 3 in Madison pending disposition of request for reconsideration of Nov. 10 action denying "deintermixture" petitions. (On Dec. 12 Commission announced its decision granting application of Radio Wisconsin Inc., and denying Badger.) Action Feb. 23.

Caguas, Puerto Rico—FCC (1) granted petition of American Colonial Bcstg. Corp for dismissal with prejudice of application of Supreme Bcstg. Co. for new tv station to operate on ch. 11 in Caguas, (2) denied petition of Supreme for acceptance of its late appearance, dismissed with prejudice its application, and (3) retains in hearing status application of American Colonial for ch. 11 in Caguas. Action of Feb. 23.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to Recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #98 — **Feb. 7, 1956**

790 kc

CKMR Newcastle, N. B.—1 kw, DA-1, unl. Class III. Now in operation.

900 kc

CJBR Rimouski, P. Q.—10 kw, DA-N, unl. Class II. Now in operation.

910 kc

CBO Ottawa, Ont.—5 kw, DA-1, unl. Class III. Now in operation.

970 kc

CKCH Hull, P. Q.—5 kw, DA-1, unl. Class III-A. Now in operation.

1050 kc

CKDM Dauphin, Man.—1 kw D, 250 w N, ND, unl. Class II. Now in operation.

1070 kc

CJET Smiths Falls, Ont.—250 w, ND, D. Class II. Now in operation.

CKLG North Vancouver, B. C.—1 kw, DA-1, unl. Class II. Now in operation.

1240 kc

New Eastview, Ont.—250 w, DA-1, unl. Class IV. Delete assignment.

1320 kc

New Burlington, Ont.—500 w, ND, D. Class III. 2-1-57.

Notification of new Cuban radio stations, and of changes mod. and deletions of existing stations, in accordance with Part III, Sec. F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #1 — **Jan. 26, 1956**

630 kc

CMKU Santiago de Cuba, Ote.—(present operation: 850 kc), 2 kw, ND, unl. Class III. 2-1-56.

850 kc

CMKU Santiago de Cuba, Ote.—(vide: 630 kc), 2 kw, ND. unl. Class II. Delete assignment.

CMKC Santiago de Cuba, Ote.—(present operation: 770 kc) 2 kw, ND, unl. Class II. 2-1-56.

770 kc

CMKC Santiago de Cuba, Ote.—(vide: 850 kc), 1 kw, ND, unl. Class II. Delete assignment.

CMDC Holguin, Ote.—(present operation: 1290 kc), 1 kw, ND, unl. Class II. 2-1-56.

900 kc

CMKS Guantanamo, Ote.—(vide: 1290 kc), 250 w, ND, unl. Class II. Delete assignment.

CMJV Ciego de Avila, Camaguey—1 kw, ND, unl. Class II. 2-1-56.

1290 kc

CMDC Holguin, Ote.—(vide: 770 kc), 1 kw ND unl. Class III. Delete assignment.

CMKS Guantanamo, Ote.—(present operation: 250 w 900 kc), 1 kw, ND, unl. Class III. 2-1-56.

Routine Roundup . . .

February 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

Courier-Times Inc., New Castle, Ind.—By memorandum opinion and order, granted petition for leave to amend its am application to change DA array of its proposed operation; amendment filed Feb. 6 and supplemented Feb. 9 is accepted. Action Feb. 21.

By Hearing Examiner Basil P. Cooper

WLBB Carrollton, Ga.—Granted motion for corrections in various respects to transcript in proceeding re am application of **WWCS Bremen, Ga.** Granted informal request of Feb. 20 for acceptance of its proposed findings of fact filed Feb. 20 in lieu of Feb. 17, date originally specified and same are accepted, in WWCS proceeding. Actions Feb. 20.

North Central Bcstg. Co., Munising, Mich.-Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition of North Central for leave to amend its am application to reflect certain changes in officers, dir., stockholders and proposed chief engineer of applicant corporation; ruling on petition of Munising-Alger to amend its application so as to reflect certain terms of partnership agreement is reserved pending receipt of statutory and judicial authority. Action Feb. 20.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Upon informal agreement of parties in am proceeding involving applications of Musser Bcstg. Co., Colonial Bcstg. Co., Elizabethtown, and Radio Columbia, Columbia, continued prehearing conference and hearing scheduled for Feb. 21 and 27, respectively, to March 5 and 26, respectively. Action Feb. 20.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—On examiner's own motion, extended time for filing proposed findings and conclusions to and including March 19, in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. Action Feb. 21.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—On oral request of counsel for Hi-Line Bcstg. Co., Wolf Point, and without objection to counsel for other parties, ordered that time for filing reply findings be extended from Feb. 23 to Feb. 27. Action Feb. 21.

February 23 Applications

Accepted for Filing

Modification of Cp

KHQA-TV Hannibal, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

Renewal of License

KCSJ-TV Pueblo, Colo.

February 24 Decisions

By the Commission

Granted Renewal of License

KOKX Keokuk, Iowa; KSO Des Moines, Iowa; KFEQ-AM-TV St. Joseph, Mo.; KSTT Davenport, Iowa; WTRW Two Rivers, Wis.

Granted SCA

WLEY (FM) Elmwood Park, Ill.

February 27 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Hazard Bcstg. Corp., Hazard, Ky.—By memorandum opinion and order, denied motion to accept its written appearance filed late in proceeding involving its application and that of Perry County Bcstg. Co. for new am station in Hazard, and dismissed with prejudice application of Hazard Bcstg. Corp, for failure to prosecute. Action Feb. 24.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore.—Pursuant to prehearing conference, ordered that hearing on application for mod. of cp (ch. 3) be set for March 26. Action Feb. 23.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Port Arthur, Tex.—Granted petition for leave to amend its application for new tv station (ch. 4) to bring it up to date in various respects. Action Feb. 24.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion for extension of time from Feb. 24 to March 2 to file proposed findings in proceeding on applications for transfer of control of **WLAQ Rome, Ga.**, and renewal of license. Action Feb. 23.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for continuance of hearing from Feb. 27 to April 2 re application for new am station. Action Feb. 23.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Granted petition for continuance of hearing from Feb. 23 to Feb. 28 re application of WNYC for SSA to operate additional hours, and re petition of **WCCO Minneapolis, Minn.** Action Feb. 21.

February 27 Applications

Accepted for Filing

Modification of Cp

WETU Wetumpka, Ala.—Seeks mod. of cp (which authorized changed frequency, increased power and equipment changes) for extension of completion date.

WTVO (TV) Rockford, Ill.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date.

WNIA Cheektowaga, N. Y.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KTVF (TV) Anchorage, Alaska—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

WJTV (TV) Jackson, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 22.

KOED-TV Tulsa, Okla.—Seeks mod. of cp (as mod. which authorized new non-commercial tv) to extend completion date to Sept. 21.

Renewal of License

KRAI Craig, Colo.; KUBC Montrose, Colo.; KCSJ Pueblo, Colo.; KLEM LeMars, Iowa; KIYI Shelby, Mont.; WHPS (FM) High Point, N.. C.; KVOD Denver, Colo.

Remote Control

KRMD Shreveport, La.; WDXI Jackson, Tenn.

License to Cover Cp

WGGH Marion, Ill.—Seeks license to cover cp which authorized increased power and equipment changes.

SCA

WXHR (FM) Woburn, Mass.

February 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—On examiner's own motion,

(Continues on page 113)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Sales manager—five figure earnings for "front line" sales manager in Maryland. Exceptional future. Man who can sell, hire and inspire. Write fully. Box 601F B•T.

Wanted: An intelligent, self-starting assistant to busy manager of independent Louisiana daytimer. This is no job for beginners. You must be able to create and type copy. Announce and assist in every department except technical. Rush complete resume. Qualified applicants will be contacted for auditions, etc. Specify required income. Box 664F, B•T.

Commercial manager and sports director. $5200 yearly base pay plus percentage. Must be exceptionally high calibre salesman for single station market. Write KOCA, Kilgore, Texas.

Wanted: Assistant manager ready to manage station. Young, energetic salesman, who can announce. 1st license desirable but not required. Radio Station KVOU, Uvalde, Texas.

Wanted: Sales manager for 1000 watt independent daytime station. Must be detail minded with creative imaginative to turn ideas into sales. Guaranteed $100.00 per week draw and 15% commission on sales. Here is a chance for the right man to make money and grow with a sound company operating three radio stations. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

WANTED

FOR

RADIO

ONLY

50,000 watt clear channel station in midwest wants a program-production and idea man. This is a real opportunity for a top programming man who wants to do a real job with one of the nation's top radio stations.

Box 603F, B • T

RADIO

Help Wanted—(Cont'd)

Salesmen

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

Salesman . . . progressive independent, number one in market, on Texas coast, needs solid salesman. Salary, annual vacation, bonus, other benefits, plus liberal commission. In first letter give experience, references, pay expected. Box 642F, B•T.

Salesman—active accounts, good prospects. No high pressure but want results. Salary plus commissions. Minn. station. Box 647F, B•T.

Experienced aggressive salesman with car for Albany, New York station. Attractive financial arrangement. Box 669F, B•T.

Sales representative. First rated music station has opening with tremendous future for sincere, ambitious professional radio salesman. You will appreciate working with professional people in a fast growing area—high guarantee, plus commissions. If you desire lovely area, wonderful climate, progressive top station, call, write, wire Ralph Petti, Sales Manager, KWBY, Colorado Springs, Colorado's most listened to station.

Local salesman. Good account list to start. Good pay. Send letter, references, picture. KWTO, Springfield, Missouri.

Wanted experienced chief radio salesman. Salary and commission, write WBRV, Boonville, New York, or phone Boonville, 11, collect for details.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Announcers

California combo men with ability to do top selling job on air. You can earn top pay with dominent station in growing market. Send full details and photo to Box 482F, B•T.

Florida—Need top-notch pops **DJ. Better than** average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Top morning announcer wanted. Want hillbilly or character type. Must be experienced, reliable. NBC Virginia station. Give full details, references in your first letter. Box 559F, B•T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket . . . for morning shift in the hunting and fishing paradise of America. Excellent pay and working conditions. No drunks or floaters, references and tape audition required. Send resume, picture and tape to Box 580F, B•T.

Leading midwest clear channel radio station with vhf-tv needs 2 talented personalities. Ability to do adlib show with talent—musicians a must Staff work also important. Only experienced—employed persons need apply. Box 584F, B•T.

Combination morning man—chief engineer. Proven performance. $100 a week to start. Ideal opportunity for right man with progressive independent music and news station. Box 604F, B•T.

Experienced announcer wanted. Northeast Texas, 250 watt network station. Send resume with tape. Box 616F, B•T.

Announcer with first phone . . . number one independent on Texas coast needs announcer with first phone. Pay $350 per month. Annual vacation, bonus and other benefits. Please give experience, references and send tape. Tape will be returned. Box. 643F, B•T.

Announcer or sales with 1st class ticket. References required. Music, news station in Minn. Box 646F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer for Albany, New York station. Must be experienced and versatile with car. Knowledge of popular music essential. Box 668F, B•T.

KANO, new one kw daytimer in Anoka, Minnesota, now taking personal interviews for complete staff. Contact Dean Johnson, Station Manager, 1015 Monroe Street, Anoka, Minnesota. HA 1-1985.

Wanted: Announcer-engineer, send tape, KBUN, Bemidji, Minnesota.

Announcer. Immediate opening for experienced announcer that will work. Contact Radio Station KTLU, Rusk, Texas.

Staff announcer, no-newscast, no writing—straight announcing. This is a good job with a 50 kw CBS newspaper-owned station. Company benefits, pension plan for the right man. Send audition tape, letter with background, marital status, when available to: Lew Lowry, KTRH, Houston, Texas.

Announcer—operate board. First class license desirable, but not required. Progressive ABC-Mutual station in growing city. Call or write KVOC, Casper, Wyoming.

Wanted: Announcer for 1000 watt daytimer independent. Must know-how to work. Have good voice. Only experienced men wanted. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

Opportunity in Greenville, Miss. Personality announcer for new 1000 watt daytimer . . . on air early April. Send tape . . . complete resume immediately . . . General Manager, WDDT. % The Delta Democrat Times, Greenville, Miss. No floaters or prima donnas please.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Announcer with experience to run news, DJ, and regular staff. Rush full information and tape. WNXT, Portsmouth, Ohio.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Immediate opening for qualified announcers, WPAC, Patchogue, N. Y. Increasing to 5000 watts. Call person to person for appointment. Program Director, Patchogue 3-4600.

Engineer-announcer. Afternoon shift only. All top music station Corpus Christi resort area. No colds, never too hot. Permanent. $78.00 up, depending experience. Phone collect TU 4-1590, Corpus Christi, Texas.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Radio station Iowa. Wanted immediately: Chief engineer, announcer-engineer—1st ticket. Good pop DJ. Female continuity writer. Ideal working conditions. Send tape, photo and complete resume in first letter. Box 565F, B•T.

Control room engineer with first class ticket for network station in major south Texas city, no announcing. State experience, references and send recent snapshot. Box 605F, B•T.

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

First phone license, for chief of well equipped remote control 500 watt daytimer. Some announcing. KMAN, Manhattan, Kansas.

Immediate opening for 1st phone (combo) chief engineer at 1000 watt independent daytimer. Pleasant working conditions with excellent salary. 2 week paid vacation. Opportunity for advancement. Send resume and tape to KTFY, Brownfield, Texas. No drifters or barleycorns.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. Temporary position until early April. WBRV Radio, Booneville, N. Y. Phone 11.

Wanted: Combination engineer-announcer-first phone license. Write or telephone FEderal 2-3951. WFRO, Fremont, Ohio.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply, Chief Engineer, Radio Station WRIV, 29 East Main St., Riverhead, Long Island, N. Y.

Wanted immediately. Chief engineer for 250 watt station. Permanent position. No announcing required. Call Plaza 4-5141, WWCO, Waterbury, Conn.

Engineer—for transmitter at fm station. Duties interesting and varied. Write—Joe Sanford, Rural Radio Network, Ithaca, New York.

Have opening for combination-chief engineer. Excellent salary. Del Rio, Texas. Phone 5-2431.

Programming-Production, Others

Newsman—aggressive air personality, major market midwest. Send tape, picture. Box 652F, B•T.

Continuity writer, male or female. Send resume. Leo Jylha, WBCM, Bay City, Michigan.

Newsman, experienced to write and deliver local news. Handle tape-recorder. $75 per week. WCOJ, Coatesville, Pa.

WIND, Chicago interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

Situations Wanted

Managerial

Sales manager-general manager. My owner has sold; new owner takes over personally. I'm available. Over $100,000 personally signed contracts past year. Have withholding slips testifying to twelve year am-tv experience record of proven know-how showing $14,000-$18,000 annual earnings. Sales and managerial record substantiated by my owner and industry personages. Every consideration, small or large market, held confidential and appreciated. Box 551F, B•T.

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager over twenty years. Knowledge all phases. Can direct sales. Box 602F, B•T.

Program or assistant general manager. Successful record network and major market operations and administration. 12 years radio, 8 television. Available now. Box 675F, B•T.

Salesman

Salesman or announcer-salesman, ten years sales experience, strong staff announcer, presently employed. College, married, family. Prefer South, permanent connection. Box 648F, B•T.

Announcers

Described by leading magazine as outstanding deejay in his area. 6 years experience—including large competitive market, whether reading 'em straight—or adlibbing—proven success with sponsors and public. Seeking permanent position with good station in large city. Married, age 27—stage background. Box 299F, B•T.

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Trained experienced announcer. Excellent taste in music, distinct news delivery. Desires position in small music-news station, New York State-New England. Box 548F, B•T.

Excellent air salesman-newscaster. Family. Interested permanent position northeast—west. Prefer New England, New York State area. Box 550F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Over eight years experience. Married. Can do news, music, and special events. Is $100 per week too much? Box 579F, B•T.

Announcer-singer, college graduate. 24, desires affiliation where talent, personality counts. Two years and currently airing with own Boston program Box 608F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, 4 years experience. Fine voice, authoritative news, relaxed DJ commercial delivery. First phone, tape. Box 612F, B•T.

Native of northwest desires medium, large market permanency there. Married, vet, dependable. Three years DJ, news, pitchman, sports. Employed top rated station S.W. medium market. Box 613F, B•T.

For major league baseball announcer seeking play-by-play opportunities, all sports, any size market. Available immediately. Box 614F, B•T.

Nine years radio-tv announcing, directing, news, copy, promotion. $80 minimum. Tape, copy, resume on request. Prefer east. Details please. Box 617F, B•T.

Negro announcer-disc jockey, commercial personality, station staff. Experience light-hard willing worker. Single travel, tape references. Box 618F, B•T.

Young experienced announcer with tough break looking for another chance. Box 620F, B•T.

Employed 9 years with solid commercial radio-tv operation. Seek position in larger market with greater economic potential. Resume and tape available. Box 621F, B•T.

Bad situation developing, poor management, station for sale. Two announcers want to continue working together. Prefer Florida, southeast. Tape, full story. Box 624F, B•T.

Spring training has started and I want to resume announcing career interrupted 3 years ago. Play-by-play in minor league town preferred. One years experience. Ex-professional ballplayer. Box 626F, B•T.

Experienced announcer, staff, DJ, news editor, play-by-play sports, WW-II vet, presently employed midwest tv desires position in progressive radio station. Box 627F, B•T.

Available immediately: DJ, announcer, 8 years experience. Good voice, versatile, age 29, married. Best references. Box 631F, B•T.

Announcer—married, veteran, 24. News—DJ—sports—resume—references—tape. Box 632F, B•T.

Available immediately, employed announcer, ambitious, reliable family man. Seeking opportunity with future, less than year's experience. Box 636F, B•T.

Young, sober married man now with 1 kw station wants better job small Florida or southeast outlet. Write for tapes, resume. Box 637F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 639F, B•T.

Announcer, DJ—10 years experience all phases. Emphasis on music, live and records. Currently running late night show. Desire Florida location with permanent and promising future. Box 641F, B•T.

Sports—news—8 years experience. Authoritative, enthusiastic, references. Objective—permanency. Box 649F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Country—DJ—musician, announcer. Third. TV. Well experienced. Sincere, progressive stations only. Salary, talent. Box 651F, B•T.

Announcer, five years experience in radio and tv. Worked in major markets. Interested only in Eastern metropolitan market. Box 653F, B•T.

Attention Dixie and east coast stations!! Experienced deejay. Intelligent, glib, clever, versatile. Desires permanent affiliation with progressive station. Smooth easy delivery for top commercial results. Prefer all night or early morning platter spot. Available immediately. Box 659F, B•T.

Mature—experienced. A-1 air salesman with first phone desires early morning-daytime shift with active station in good market. Presently employed major network station small market five years. Reliable, responsible family man. Prefer West Coast or southwest but will consider other if income warrants. Top board and tape man with best references. Present employer may be contacted. Available for work April 15 next. Box 662F, B•T.

Announcer—6 months experience—married, veteran—2 years college and radio school graduate—midwest preferred. Box 663F, B•T.

Announcer, some experience, radio school grad . . . looking for opportunity—tape, resume, photo. Box 667F, B•T.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6286.

Staff announcer—broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

Staff announcer. Expert on hillbilly and folk tunes. Professional western entertainer. Good newcaster, board man, commercial man. Perry, 737 11th Street, N.W., Washington, D. C.

Staff announcer, board work, write copy, newscast, married. Have car third ticket. Sullivan, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Looking for summertime announcing spot. Preferably in Ohio. Three years high school experience, WBOE, Cleveland, and years college work. Good sports background. Tape and resume on request. Dick Thompson, Biddle Hall, Athens, Ohio.

Anonuncer-DJ: First phone; college degree; married. Former news director; continuity; entertainment. Prefer southern California, consider anywhere. Write: Announcer, 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

Technical

Chief engineer-announcer. Experienced. Degree. Box 615F, B•T.

Engineer, 18 months with large midwest vhf. 1st phone. Seeks permanent position. Box 658F, B•T.

Desire transmitter work—1st phone, five years electronic experience. William Blum, Route 2, Box 301, Salem, Oregon. Phone 2-0008.

(*Continued on next page*)

WANTED: DISC JOCKEYS WHO THINK THEY'RE EXCEPTIONAL—AND HAVE THE TAPES TO PROVE IT.

That's right. We said "Exceptional." If you're not, don't bother. You'll only waste your time and ours. But . . . if you are exceptional, rush us the tape that proves it. Immediate openings in 4 markets with America's most program-minded radio group. Latest addition: WDGY, 50,000 watts, Minneapolis. Our idea of an exceptional disc jockey features smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterization, impersonations, etc., so much the better. Every tape carefully auditioned, and promptly returned. (Be sure to include address inside box.) Send all tapes to Todd Storz, President,

MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA

WDGY	KOWH	WHB	WTIX
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director-announcer. With present employer four years. Consider large or small station. Box 611F, B•T.

Experienced newsman. Gathers, writes, rewrites, broadcasts. College graduate. Family. Veteran. Box 650F, B•T.

Program director—production manager—proven record. Can set up smooth operation. Six years tv. Box 656F, B•T.

University grad, 8 years solid experience radio, five as PD. Thoroughly competent, conscientious. Excellent all-around staffer, superior news, third ticket. 39 years old, vet, family man. Dwight Larick, 1012 East D Street, Ontario, California. YUkon 62-1427.

TELEVISION

Help Wanted

Salesmen

Outstanding opportunity for experience tv salesman. Top 100 market. CBS station. Will pay big for big results. Send all details and salary requirements to Box 591F, B•T.

Technical

Texas vhf maximum power network connected station needs first class engineer. Tv experience preferred but not necessary. Send complete qualifications, references and recent photo to Box 606F, B•T.

Two transmitter engineers, 1st phone 100 kw vhf tv station. $80.00 to start. Liberal employee benefits. Submit full particulars to Chief Engineer, WCIA-TV, Champaign, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Technical

Newspaper owned television station has immediate opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Production-Programming, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Great Lakes area. Major network vhf wants tv program director immediately. Strong on production. Unusual opportunity for right man. Send complete resume to Box 674F, B•T.

Experienced television copywriter. Good working conditions and good opportunity for right person. Give full details on background first letter and send photo. Write George Frechette, WSAU-TV, Wausau, Wisconsin.

Situations Wanted

Managerial

General—sales manager. 36 years old. 8 years radio—3 years television. Thorough background management and sales. Understands all phases from personnel to production. Now employed radio station manager. Prefer south or southwest. Available 30 days. Box 633F, B•T.

Tv station manager experienced all phases of operations including film buying. 23 years radio-tv. Age 41. Married. Available April first or sooner if needed. Box 655F, B•T.

Salesmen

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Sales—sales manager twenty years successful experienced top reps and station national and regional. Available immediately. Interested permanent spot anywhere. Wire or write. Box 660F, B•T.

Announcers

Wanted: Major market. Top southeastern on-camera personality, strong on commercials, news, MC, looking for greater opportunity. Employed, family. Prefer east, midwest. Must be permanent. Interview. Box 630F, B•T.

Announcer: 2½ years, college graduate, veteran. At present, free lance tv, in 2 billion dollar market. Box 665F, B•T.

Technical

Tv technician desires maintenance or supervisory position in vhf station. Six years experience all phases including construction. References. $110 minimum. Box 619F, B•T.

Engineer: Am-fm, office experience. Desire television opportunity in southern California. References. Box 625F, B•T.

Production-Programming, Others

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, etcetera. Thorough theatre and musical background. Excellent community service record. Full documentation and highest references available. Box 563F, B•T.

Free lance—woman copywriter, New York. Big 4-A experience radio-tv commercials. Light, friendly style disguises hard sell. Box 610F, B•T.

STUDIO-EXPERIENCED

CHICAGO TV PRODUCTION CLASS AT WORK

If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Acting opportunity wanted. Several years experience, radio and television. Single, male, 30, college degree. Amateur dramatic experience. Desire spot with production company, professional theatre group, etc. Outlet for talent with opportunity for improvement most important. Would not place this ad without confidence in ability and personality. Box 622F, B•T.

Experienced versatile broadcaster, former radio-television news director and announcer-MC, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, degree and best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 623F, B•T.

Women's director—tv or radio-tv. Presently employed in both but desire change after seven years. Versatile — unusual background — fifteen years experience. Box 640F, B•T.

Versatile experienced air personality, director, cartoonist. Creative talent. Specialities: Weather, kid's shows, MC work, solid on commercials. College grad. Box 654F, B•T.

Tv director—announcing background—5 years—radio or tv permanent position desired—best references. R. C. Porterfield, 868 N. Wabash, Chicago, Illinois.

FOR SALE

Stations

Need tv chief engineer who likes southwest and will invest moderate amount in new vhf being built by successful am. Box 533F, B•T.

1000 watt non-directional radio station available. Contact Box 600F, B•T.

$20,000 for 15% of new vhf tv and parent am good SW market. Like man who'll invest and work. Box 657F, B•T.

Single-station market. Population near 10,000. Active western area. If you desire a western (not Pacific Coast) location, please state your finances first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Midwest: 1 kw day, metropolitan market, low frequency, priced slightly over gross. The Norman Company, Box 534, Davenport, Iowa.

Midwest: 500 watt day, large market, $40,000, terms. The Norman Company, Box 534, Davenport, Iowa.

5 kw west, leading station in large market, priced between 4 and 5 times net. The Norman Company, Box 534, Davenport, Iowa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

FOR SALE—(Cont'd)

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Two RCA 77-D microphones, perfect response; like new. $60.00 each. For more information. Box 661F, B•T.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

Tower, 150 to 275 ft., guyed, insulated, galvanized. Crouse-Hinds beacon, flasher. Austin isolation transformer. Also 600 ft. 7/8 semirigid coax. Write WAVI, 1428 Cincinnati Street, Dayton, Ohio.

Various heavy duty RF components for 5kw and 10kw—capacitors, inductors, transformers, change-over relays, and meters. Write for complete list, Chief Engineer, WDSM, Duluth, Minnesota.

550 feet 6 1/8 inch 75 ohm coax. 200 feet 3 1/8 inch 50 ohm coax with reducer transformers and hangers. Perfect condition 1/2 price. WJTV, Jackson, Mississippi.

900 feet Andrew type 452 steatite line, 3 1/8 inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Studio control room equipment. Racks, consoles, turntables available—all RCA. Contact McCafferty, WMCA, New York City.

For sale: Complete 3kw fm equipment consisting of Federal 3kw fm transmitter with crystals for 107.7 and 102.9mc, GE frequency-modulation monitor, two bay Andrew multi V antenna with 85 feet of 1 5/8 inch line and fittings, 40 feet of tower complete with guys and fittings for roof mounting. All of this equipment is in first class condition and almost new appearance. Can be seen in operation. A generous supply of space tubes. Price $5,000.00 cash F.O.B. Norton, Virginia. Contact WNVA, Norton, Virginia.

Factory rep. offers demonstrator studio control console complete with power supply. Meet am-fm broadcast specs. Used at few shows. Perfect condition, carries manufacturer's new equipment warranty. $595.00. Electronic Reps. Inc., 5805 Johnson Avenue, Bethesda 14, Md.

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 amps at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

Wanted to Buy

Stations

Well-financed adman seeks station. (Might permit seller retain partial interest.) Location, earnings, less important than future. Box 670F, B•T.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

WANTED TO BUY—(Cont'd)

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Used equipment. 1 kw uhf transmitter, diplexing equipment, 3 1/8" transmission line and antenna to operate on channel 37. Must be in good operating condition. Box 592F, B•T.

Wanted to buy: Good, used, two or three studio console. Send full particulars; make; model; usage; price. Box 609F, B•T.

Used GE studio camera chain comprising: Camera with power supply, tripod, monitor and control console with power supply and main interconnecting cables. Box 629F, B•T.

Needed immediately, one ten kilowatt General Electric fm amplifier and 270 feet 3 1/8 inch coaxial cable. Wire Box 645F, B•T.

Wanted: Used disc recorder. RCA-73-B, Presto 6-N or Fairchild 539 or similar type recorder. State condition and price. Box 666F, B•T.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Need 250 watt transmitter and a self supporting tower from 150 to 250 in height. Advise Gene Newman, Radio Station WEZB, Tutwiler, Hotel, Birmingham, Alabama.

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurst Road, Cross Roads P. O., Jamaica, B. W. I.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

CREATIVE TELEVISION COPYWRITER

Long established AAAA agency has outstanding opportunity for a top-notch woman to join the largest Radio-TV department in our area. The woman we are seeking can create far-better-than-average visual ideas for commercials, both live and film, plus hard-selling copy. We are a progressive, friendly organization offering unusually fine working conditions and employee benefits. Salary open. Please send, in confidence, resume and samples of work to:

E. L. THOMPSON
BALDWIN, BOWERS & STRACHAN, INC.
374 DELAWARE AVENUE
BUFFALO 2, N. Y. • MADISON 6020

time salesman

50,000 Watts New York City Radio Station looking for outstanding time salesman. Possibility of sales management. Will guarantee $10,000 yearly against 10% commission. Top salesman will make $20,000 second year. Requirements: Minimum two years radio sales experience. Prefer local sales knowledge major market. Will also consider insurance or intangible background if record is outstanding. Send picture, resume and sales record to

Box 607F, B • T

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

CHICAGO REPRESENTATIVE

Here's an ideal opportunity for outstanding man to have your own representation office. Man we are looking for must be experienced in national and local sales. Entire midwest area. This is confidential.

Box 644F, B•T

Announcers

ANNOUNCER

Music and News station needs top-notch, experienced announcer to handle Mobile News Unit. Must have smooth, intelligent ad lib ability. Must also be able to run disc show with intelligent remarks. Must be able to SELL a commercial. Not looking for screwballs. Salary will depend on ability, qualifications and experience. Send references, pictures, biography and audition tape with first letter to

Box 638F, B•T

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

SALES PROMOTION WRITER

To write sales presentations, direct mail, help edit merchandising publication for leading independent radio-TV group. 23-29. Prefer man with one or two years experience as ad, continuity, promotion, publicity or publications writer in broadcast field. Send resume, including salary requirements, to Personnel Manager, Crosley Broadcasting Corp., Cincinnati 2, Ohio, or phone CHerry 1-1822.

Situations Wanted

Managerial

MANAGER

Experienced selling manager leaving present part-ownership-management for personal reasons. Billing for years in six figures. Musical-dramatic-announcing experience. Compose jingles and hard hitting gimmick copy. Third ticket. Desire managerial assignment with salary based on selling ability. With or without investment. Location not a factor. Available 60 days. Available for interview.

Box 545F, B•T

ATTENTION OWNERS AND GENERAL MANAGERS

If you need a top-flight right hand man to supervise internal station operation we will have available March 15 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copy, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work, excellent character and credit references available. Leaving our employ due to our conversion to 100% Spanish language operation. If you are looking for outstanding executive material on its way up call Lowell Christison, 3-1259, Albuquerque, N. M., or contact me personally.

E. M. Sleighel
President
KABQ
3-1744
Albuquerque, N. M.

TELEVISION

HELP WANTED

Managerial

I NEED A MAN with radio-TV experience for Sales and Station Manager of VHF-TV under construction by established AM in beautiful SW City. This is a small operation where versatility counts. An investment is invited. Quite frankly I'd like someone to share in management and help me get things done. This is the chance of a lifetime for man who wants into radio-TV ownership but doesn't have enough cash to go it alone. General Manager, Box 635F, B•T.

Programming-Production, Others

MOST OUTSTANDING TV ART DIRECTOR

Long experience with leading TV chains, desires relocation. College graduate, aggressive, top leadership, top organization know how. Advertising specialist (including presentations and newspaper promotion). Color knowledge. Brush and ink lettering art expert. Layout, Title Cards, Scenery design and production ideas. Top fine and scenic artist. Outstanding large display, air brush and "Cut all" operator with top material knowledge (Props, etc.).

Most outstanding "One Man Art Department" operator. Hard working, conscientious, family man. Extremely fast worker. With top references. Interested ONLY with progessive station. For permanent position. Box 634F, B•T.

TV PROGRAM DIRECTOR AVAILABLE

Due to staff rearrangement, our TV Program Director is available immediately. Station is anxious to help place this man as he will be a valuable asset to an operating tv station or a group planning to go on the air. Also has strong radio background. Any TV or radio station interested please contact

Box 673F, B•T

FOR SALE

Equipment

USED EQUIPMENT WANTED

1 Presto RC 11 Tape Recorder, (chassis only—no console or carrying case required).

2 Ampex Model 350 C (console type) tape recorders.

2 RCA 70 C turntables.

State condition and best price on any or all items listed.

Contact:
John S. Phillips
WHTN-AM-FM-TV
P. O. # 1760
Huntington, W. Va.

EXECUTIVE

Old established station is interested in an executive. Must be young, willing to work and know how to sell and direct sales.

Reply direct to A. Frank Katzentine, 924 duPont Building, Miami 32, Flordia.

(Continues from page 106)

ordered hearing re am applications of B. J. Parrish, Pine Bluff, Ark., et al be continued from March 13 to April 23. Action Feb. 24.

By Hearing Examiner H. Gifford Irion

The Delsea Broadcasters, Pitman - Glassboro, N. J.—Granted petition for leave to amend its am application to change both trans. site and studio location to Vineland, N. J., and to mod. DA array and application, as amended, is removed from hearing docket. Action of Feb. 27.

By Hearing Examiner Jay A. Kyle

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for continuance of hearing to April 27, re his am application. Action Feb. 27.

By Hearing Examiner Annie Neal Huntting

Jackson Bcstg. & Television Corp., Parma, Mich.—Denied motion to accept offer of proof, filed on Feb. 17, in ch. 10 proceeding, Parma-Onondaga. Action Feb. 27.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 24

WNBF-TV Binghamton, N. Y.—Granted mod. of cp to make minor equipment changes.

KRMA-TV Denver, Colo.—Granted mod. of cp to change ant. and make other equipment changes; ERP vis. 15.5 kw, aur. 8.52 kw; ant. 880 ft.

KELO-TV Sioux Falls, S. D.—Granted mod. of cp to change ERP to 219 kw vis. and 123 kw aur., make ant. and other equipment changes; ant. 980 ft.

KRMD Shreveport, La.—Granted authority to operate trans. by remote control from Jefferson Hotel.

WFNM DeFuniak Springs, Fla.—Granted license for am station.

KTOE Mankato, Minn.—Granted license covering cp for increase in N power and change in DA system.

WEMB Erwin, Tenn.—Granted mod. of cp to change ant.-trans. and studio location.

WMRY New Orleans, La.—Granted mod. of cp to change trans. location.

WDXI Jackson, Tenn.—Granted authority to operate trans. by remote control from Williams Bldg., while using non-DA.

Following were granted extensions of completion dates as shown: **WRAK-FM Williamsport, Pa.**, to 7/16/56; **WAZL-FM Hazleton, Pa.**, to 7/16/56; **KOED-TV Tulsa, Okla.**, to 9/21/56; **KHQA-TV Hannibal, Mo.**, to 9/24/56; **WJTV (TV) Jackson, Miss.**, to 9/22/56; **WJLD Homewood, Ala.**, to 7/16/56.

Actions of Feb. 23

KOHU Hermiston, Ore.—Granted license for new am station.

KSPT Sandpoint, Idaho—Granted license for change in ant.-trans. and studio location, make changes in ant. system and operate trans. by remote control from U. S. Hwy. 95, 1.2 miles north of Sandpoint.

WOIC Columbia, S. C.—Granted license covering cp for increase in power from 1 kw to 5 kw.

WCBI Columbus, Miss.—Granted license for change in facilities and changed DA and trans. location; 550 kc, 500 w, 1 kw-LS, DA-2, unl.

WTVB Coldwater, Mich.—Granted license for change from DA-2 to DA-N only.

WKAQ San Juan, P. R.—Granted license for change of ant.-trans. location.

Actions of Feb. 21

KMMT (TV) Austin, Minn.—Granted cp to change ERP to 12.3 kw vis. and 6.17 kw aur., change coordinates (no change in description of trans. location), make ant and other equipment changes; ant. 522 ft.

KOFO Ottawa, Kan.—Granted waiver of sec. 3.71 to operate from 6:30 a.m. to 6 p.m. during March, and from 6 a.m. to 6 p.m. during April-Sept.

WACH Newport News, Va.—Granted permission to remain silent for 60 days from Feb. 1 pending financial reorganization re bankruptcy.

Following were granted extensions of completion dates as shown: **KRMA-TV Denver, Colo.**, to 9/16/56; **KMAU Wailuku, Hawaii**, to 9/19/56; **KWWL-TV Waterloo, Iowa** to 9/20/56; **WAEL Mayaguez, P. R.**, to 4/13/56; **WWRI West Warwick, R. I.**, to 9/13/56.

Actions of Feb. 20

WGAL-TV Lancaster, Pa.—Granted cp to change ERP to 53.9 kw vis. and 27 kw aur.

WFMZ-TV Allentown, Pa.—Granted cp to replace expired cp which authorized new tv station.

WHEN-TV Syracuse, N. Y.—Granted mod. of cp to change description of trans. location (not a move), change ERP to 209 kw vis. and 112 kw aur. change type ant. and make other equipment changes; ant. 958 ft.

WKLZ Kalamazoo, Mich.—Granted license for new am station.

WDSP DeFuniak Springs, Fla.—Granted mod. of cp to change studio location and operate trans. by remote control from 18 8th St.

WLOX Biloxi, Miss.—Granted cp to move ant. location 180 ft. south and 78 ft. west of present site and make changes in ground system.

WMFD Wilmington, N. C.—Granted license covering cp for decrease in height of center tower of DA.

WDUN Gainesville, Ga.—Granted license covering cp for change in ant.-trans. location and changes in ant. system (increase height).

KRIV Camas, Wash.—Granted license for am station and to specify studio location and remote control point as 314 N. E. Cedar St.

Following were granted extensions of completion dates as shown: **WHFC-TV Chicago, Ill.; WJPB-TV Fairmont, W. Va.; WQMC (TV) Charlotte, N. C.; WRAK-TV Williamsport, Pa.; WJDW (TV) Boston, Mass.; WHEF-TV Brockton, Mass.; WRAY-TV Princeton, Ind.; WPFA-TV Pensacola, Fla.; WNET Providence, R. I.**, (all to 7/16/56); **KRGV-TV Weslaco, Texas**, to 9/15/56; **WPNX Columbus, Ga.**, to 3/1/56; **WINX Rockville, Md.**, to 5/1/56; **WJKO East Longmeadow, Mass.**, to 4/30/56.

February 28 Applications

Accepted for Filing

Modification of Cp

KOEL Oelwein, Iowa—Seeks mod. of cp (which authorized increased D power and change to DA-2) for extension of completion date.

WBRC-FM Birmingham, Ala.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WCBE (FM) Columbus, Ohio—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

WREX-TV Rockford, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

KLFY-TV Lafayette, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

WATV (TV) Newark, N. J.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 16.

WCHS-TV Charleston, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 11.

KETA (TV) Oklahoma City, Okla.—Seeks mod. of cp (as mod. which authorized new non-commercial educational tv station) to extend completion date to Sept. 18.

Remote Control

KROY Sacramento, Calif.; WBOW Terre Haute, Ind.; WJBW New Orleans, La.

February 29 Decisions

By the Commission

Granted Modification of Cp

WSTF (TV) Stamford, Conn.—Granted extension to July 16 to complete construction.

UPCOMING

MARCH

March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.

FOR SALE

Equipment

EQUIPMENT

Transcription Turntable, Model #64A, in console cabinet. 33⅓ and 78 R.P.M. speeds, built in equalizer. Western Electric Reproducer and arm. Used one year. Original cost $1550.00, asking price $595.00. Contact:

State Farm Mutual Auto Insurance Co.
Douglas Finn
112 East Washington Street
Bloomington, Illinois

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

INSTRUCTION

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICES

" "

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Damned If You Do . . .

THE extent to which television has become big business is reflected in the formal confirmation last week by Assistant Attorney General Stanley Barnes that his Antitrust Division is looking into network and film syndication practices. It was an open secret that the government had been nosing around in tv, but it took the Senate Interstate Commerce Committee hearings to bring the fact into the sunlight, even though garbed in the guarded language of the Dept. of Justice.

An investigation, of course, doesn't necessarily mean prosecution. Some inquiries go on for years and then are dropped. Several culminated recently in consent actions—the most notable the case against the American Assn. of Advertising Agencies.

But there must be confusion among the networks and the advertising agencies over the disclosure that the department is studying complaints that tv networks are pressuring sponsors into using programs owned or controlled by the networks. It was not too long ago that in both radio and tv, the government complaint was that the networks had abdicated control of programs to Madison Ave. The big question was whether the networks were simply serving as conduits for the advertisers and their agencies.

The station or network operator is responsible for his programming to the same extent that a publisher or editor decides the editorial content of his publication. There must be balance. Programs are developed and positioned—many of them initially on a speculative, or sustaining basis—to provide this balance.

There may be some practices which tend to run counter to the antitrust laws developing in television. If that's so, now is the time to root them out. We doubt, however, whether Mr. Barnes will find anything horrendous in the networks' trend toward assuming more and more responsibility for their own programming. We think they have been rather slow in reaching that point.

Statistics by Sarnoff

BY SETTING its goal at one-tenth of one per cent above the 1955 level and aiming at 2.4% instead of 2.3% of the national economy, advertising this year could add a cool $400 million to the $9.25 billion which has been forecast as its 1956 total, NBC President Robert W. Sarnoff stated in his address as chairman of National Advertising Week [B•T, Feb. 27]. He noted that this was no impossible target, as in the prewar years advertising revenues totaled 3% of the overall figure.

Mr. Sarnoff did not pursue this point, but we should like to. If television's share of the 1956 advertising total were to be the same per cent as for last year, $46 million of that $400 million extra would be added to the tv total. And, as the youngest and most rapidly growing advertising medium—even without color which inevitably will bulk up tv's share this year—the tv share would probably be well above that sum.

Radio, if its 1955 proportion of the advertising total continues unchanged through 1956, would benefit by some $24 million if that extra one-tenth of one per cent of the national economy were to go into advertising. Printed media would similarly benefit.

Tidy sums, those, and well worth the extra effort on the part of all media called for by Mr. Sarnoff, even if the motive were purely mercenary. But when it is realized, as he so clearly put it, that this added $400 million for advertising would be "well spent in terms of increasing the nation's gross consumption and in terms of strengthening industry's profit base," the achievement of this goal becomes a responsibility of advertising, an integral part of advertising's role in maintaining national prosperity.

The Spiked Canon

IT WOULD be difficult to exaggerate the importance of last week's decision of the Colorado Supreme Court to allow radio and television coverage of trials within its jurisdiction.

While the decision applies only to courts in Colorado, it will have wide effects. In the administration of law, precedent is valued highly, and precedent for contemporizing the judiciary's attitudes toward modern journalism has definitely been set. It is a precedent which courts outside Colorado cannot ignore.

We commend to the reading of anyone who pretends interest in the basic freedoms of this country the language of the decision which is reproduced on other pages of this magazine. It is the language of Justice Otto Moore, who admitted that before conducting the hearing of the broadcasters' case he was prejudiced against the admission of radio and television to court proceedings but that after observing radio-tv equipment in action and listening to the broadcasters' arguments he was obliged to conclude that the historic restrictions were absurdly out of date.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Is that what you call the idiot board?"

Justice Moore was finally persuaded that those who have upheld the validity of the American Bar Assn.'s Canon 35 prohibiting photography, radio and television in courtrooms "have failed, neglected or refused to expose themselves to the information, evidence and demonstrations of progress . . . in this field."

In his decision—which was adopted by the entire court—Justice Moore batted down all the arguments which have been used to oppose the broadcasting of legal proceedings. He denied that radio and tv provide distractions, encourage ham acting or invade privacy. These arguments against radio-tv will sound very empty from now on.

The Colorado decision is a break-through in the broadcasters' long campaign for equality with the press in access to public events. All who represented radio or television in testimony and in preparing the demonstrations for the Denver hearing have earned a place in broadcasting history. We would particularly mention Judge Justin Miller, former president and chairman of the NARTB, who appeared not only as a representative of broadcasting but also as a distinguished member of the bar.

As said above, the Colorado action is a break-through, and it must now be exploited. It becomes the job of broadcasters everywhere to intensify the fight for equal access and to capitalize—to the benefit of themselves and the U. S. public—on what their fellows have done in Denver.

IT WAS appropriate that the rights which radio and television won in the Colorado Supreme Court last week were obtained in part by the exercise of another right which was won only a few years ago—the right to editorialize.

The Colorado court set the special hearing after broadcasters had protested the exclusion of radio and television from a court hearing involving John Gilbert Graham, accused of planting the bomb that killed his mother and 43 others on an airplane. The most vociferous protest came in an on-the-air editorial broadcast by Hugh Terry of KLZ-AM-TV.

Timid broadcasters who have questioned the wisdom or effectiveness of using the right to editorialize should take courage from the KLZ example. If ever an editorial produced results, this was it.

The right to editorialize and the right to cover news as it happens where it happens must be exercised if radio and television hope to take their place as basic news media. There is encouraging evidence that broadcasters are working toward that place. More and more stations are beefing up their news operations. More and more are speaking their opinions, as representatives of any mature news medium must do.

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